

# The National Underwriter

## LIFE INSURANCE EDITION

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### SCALE SUGGESTED TO GRADE MORAL HAZARD

**Dr. H. W. Dingman Proposes  
Changes in Underwriting of  
Disability Business**

### LIFE OFFICES CRITICIZED

**Losses Under Disability Clause Attributed to Attitude on Claims, Lack of Adjusting Force**

Several suggested changes in the underwriting of disability business were discussed by Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance and Continental Casualty, in an address last week before the Chicago Claim Association. A particularly notable suggestion, which was received with especial interest and approval, was one for the establishment of a scale by which it may be possible to appraise more accurately the moral hazard factor in disability business and to some extent at least standardize the practice of underwriters in that respect.

At the outset of his talk Dr. Dingman said that three phases of the business have to be considered: "1. The coverage that we give. 2. The money we take in. 3. The money we pay out." In connection with the question of coverage he suggested that the companies ought to make sure that the coverage they are giving is what they should give, and it was along that line that he made some of his suggestions for changes in underwriting practice.

#### Pro Rate Clause for Income

His first question in that connection was as to why there should not be a pro rate clause for income. He cited a specific case where a man had secured \$500 a month "non-can," bringing his total up to \$1,200. At the time he was making between \$1,600 and \$1,700 a month, but lost that position and had to take one paying but \$175 per month. He gradually began to work upward again and was receiving \$225 a month when he had a claim, collecting of course on the \$1,200 basis.

"You can't get a fire company to pay more than the actual loss," said Dr. Dingman, "but the disability companies are doing it right along. It is against the fundamental basis of insurance that a man should make it a source of gain instead of merely protection."

He said that so far as he could find out there would be no legal obstacles to such a pro rate clause. It was brought out later in the discussion that some companies are now using a clause somewhat along the same line.

#### Moral Hazard in Big Indemnities

He spoke of the moral hazard created by the writing of policies for big indemnities, even where the insured is earning an amount commensurate with

### CHICAGO HISTORICAL AND INSURANCE EXCHANGE NUMBER OUT NEXT WEEK

NEXT week the great "Chicago Historical and Insurance Exchange Number" will go out to subscribers of THE NATIONAL UNDERWRITER. This is the greatest special number ever published by an insurance paper. Originally 20 tons of special enamel paper were ordered. As interest in the special edition grew it was necessary to increase the order for paper by four tons, and then by an additional three tons, the latter order being telegraphed to the mill in order to get the paper on time. Even this proved insufficient and it was necessary to buy additional enamel paper in Chicago. The postage will amount to about \$1,500.

The special edition will contain 264

pages besides the cover. It will be printed in blue instead of black ink, with profuse illustrations in halftone.

#### Leather Bound Copies \$3

Extra copies of the edition are already in demand, many insurance men ordering their extra copies bound in a standard cover of imitation leather. Single copies in the regular paper cover are 50 cents each, and the bound copies \$3 each. There is over 35 cents worth of white enamel paper in each copy. One copy will go to each subscriber without charge.

Owing to the size of the number outgrowing the provision made for paper, the number of copies printed above the requirements for subscribers is limited.

the indemnities provided. He said that in fire insurance, if there are certain hazards that make a company unwilling to insure a building for its actual value, a provision may be inserted in the policy whereby, for example, it will be payable only if the total indemnity does not exceed \$50,000, although the building may be worth \$200,000. He raised the question as to whether it would not be possible to include a somewhat similar provision in the disability policy.

Dr. Dingman criticized the provision in the 90-day disability clause used by many of the life companies, under which nothing at all is payable if the insured is disabled for 89 days but if the disability continues for 91 days he is paid for that entire period, as creating an additional hazard. He said that at a meeting of a committee of life company men in connection with the disability clause he asked why the amount of disability indemnity was fixed at 1 percent of the face of the policy and was told that requiring a man to carry \$10,000 of life insurance in order to draw \$100 a month under the disability clause lessens the moral hazard. He seemed to regard that argument, however, as open to question.

#### Life Companies' Position on Claims

In connection with the disability clause in life insurance, he suggested that the life companies' unfortunate experience with that form might be due in considerable measure at least to the fact that they adopt the same attitude toward disability claims as toward death claims, that a claim either is payable or it isn't. They are really writing accident and health insurance, but don't know what it means, or that an "adjuster" is really supposed to do just what the word indicates. There may be really an honest difference of opinion. Just as a lawyer in his examination of a witness may bring out by a few skillful questions that there is an entirely different angle to the transaction from that developed by the witness in his original testimony, so the trained adjuster can bring the claimant to see the company's side and show him that while he may have something coming, it may not be as much as he had claimed. One factor in the situation is that the life companies usually have not an adequate claim organization and pay some claims

because they say it costs more to investigate than to pay.

This combination of circumstances, he said, may explain the statement published not very long ago, that 23 life companies have lost \$53,000,000 on disability claims. In any event it is very expensive to the life companies (and incidentally to the accident and health companies). The latter companies do not want this condition to continue, as the interests of the two classes of carriers run side by side. He suggested that the claim men, through any contact that they may have with the life companies, do all they can to emphasize the seriousness of the existing condition.

Reverting to the coverage under the accident and health policy, he criticized the provision found in some policies which allows 90 days for the development of disability from accident, and pointed out the dangers of the "his occupation" clause. The claim man, he added, sees more clearly than the underwriter the result of such a clause, when it is thrown back at him by the claimant.

#### Grading Applicants on Moral Side

On the second and third divisions, he suggested the wording should perhaps be changed to refer to people from whom the company takes money and the people to whom it pays money, these two classes being one and the same. No one would buy lumber, he said, without its being graded, and a company certainly should not buy policyholders without some sort of grading. On the physical side the grading is not so difficult, but it is in the effort to grade prospects or policyholders on the moral side that trouble is encountered. There are so many elements entering in that it is difficult to set a standard. The five factors which he suggested for use in appraising moral hazard, with the headings arranged so as to correspond with the letters by which they are designated, are:

- a. Antecedents (heredity, environment, etc.)
- b. Business life.
- c. Conjugal (domestic) conditions.
- d. Deportment (personal habits and similar factors.)
- e. Insurance experience (amount carried, etc.)

(CONTINUED ON PAGE 30)

### STANDARDIZATION OF DISABILITY CLAUSE UP

**Actuaries Meet with J. D. Craig,  
Chairman of Special Committee  
in New York**

### CONFERENCE WITH BEHA

**Thirty Companies Represented in Gathering Last Week at Department Offices**

NEW YORK, Dec. 19.—Taking advantage of the insurance gatherings here last week, life insurance actuaries gathered Saturday morning with James D. Craig, actuary of the Metropolitan Life and chairman of the special committee on the disability clause recently named by Superintendent Beha, to consider some of the factors of the proposed standardization of this clause. The meeting was held in the New York insurance department offices with Mr. Beha, who initiated the standardization work. About 30 companies were represented.

#### Confusion in Competition

Since the first policy was issued having the disability provision, there has been a tendency among companies to feature this as a frill, with the intention of outdoing other companies by this attractive clause. This tendency has been detrimental to the business, some authorities believe, and the use of the disability clause as a competitive measure has made it a problem to actuaries who must arrange the premiums to adequately cover the added liability.

While there were some of those in attendance at the meeting last week whose account of the progress made was pessimistic, the majority feels that this forward step will be the beginning of an inevitable standardization.

A recent survey which was ordered by the insurance commissioners shows there are many critical problems developing along with the individual company interpretation of the clause. These conditions are reflected in the underwriting standards of various companies, the tendency, however, being to adopt a stricter method of underwriting commensurate with the increased cost the disability brings about.

Disability income on endowment policies or restrictions made, such as engaging in military or naval service during war times, are primarily problems for the individual company. Mr. Craig believes uniform disability will eventually be adopted by the companies in that it will be gainful to company, public, insurance department and the business in general.

#### Legal Section Proceedings

The American Life Convention has distributed the printed proceedings of the annual meeting of the Legal Section held last October in St. Louis.

## INSURANCE MEN FACTORS IN HEALTH CONSERVATION

### G. S. NOLLEN IS SPEAKER

Head of Bankers Life Addresses Association of Life Insurance Presidents

NEW YORK, Dec. 20.—Major responsibility for health conservation in this country was placed with those engaged in life insurance in the talk given by Gerard S. Nollen, president of the Bankers Life of Des Moines, before the annual meeting of the Association of Life Insurance Presidents here last week. Mr. Nollen summed up the requirement of an enlightened population to meet definite health obligations as follows:

#### Is Personal Problem

"1. To adopt an ideal family health conservation program. That involves clean, sanitary environment; wholesome food used in moderation; ample rest and recreation as an antidote to the nerve strain of modern life; prompt professional medical attention whenever the circumstances require it; an adequate understanding of the nature and effect of certain insidious physical impairments so as to insure prompt treatment by a competent physician; periodical medical examinations to disclose any hidden physical difficulties which may need attention.

"2. To become an outspoken advocate of the universal adoption of health conservation measures.

"3. If an employer of labor, to put into effect, for economic as well as philanthropic reasons, a health program for the employees as extensive as circumstances permit. Health conservation in industry has already grown to considerable proportions. Captains of industry have learned that it is just as important and just as profitable to adopt effective measures for the conservation of human energy as for the conservation of mechanical energy.

#### Community Work Important

"4. To become thoroughly familiar with the type of health work now being carried on in communities which are effectively served, and to take an active part in the development of such a program for the local community. This is of special importance because health conservation is primarily a community enterprise requiring the personal contact involved in personal service. Take for example, the health programs now being carried on in the public schools of most of our larger communities. The importance of that work is brought out very clearly by an estimate made some time ago of the conditions existing among the school children of the United States, this estimate being based upon experience in school health work. The analysis brought out the following approximate results: 7/10 of one percent suffer from organic heart trouble; from 50 percent to 98 percent, according to locality, have decayed teeth 3 percent show the presence of active or arrested tuberculosis infection from 30 percent to 40 percent have diseased tonsils and adenoids 12 percent have uncorrected defects in vision; from 20 percent to 40 percent have defects of posture and of foot arches, and 10 percent are partially or wholly deaf.

"5. To become familiar with the general character of the activities of the health departments of our federal and state governments and of the national and state social service organizations engaged in health work. It is through those agencies that health activities are extended to communities which are still poorly served. Those activities, to be effective, require adequate appropriations for the national and state governmental work, and adequate public support for the agencies of a social service character. Such appropriations and

## LIBERALIZE TAXATION OF LIFE INSURANCE PROCEEDS

### OLD POLICIES NOW EXEMPT

U. S. Treasury Department Makes Benefits of Policies Issued Prior to 1919 Tax-Free

WASHINGTON, D. C., Dec. 20.—Important liberalization in the taxation of life insurance proceeds has been made by the United States Treasury Department, removing the tax burden from policies taken out prior to 1919. Under the new ruling of this department, all proceeds of insurance policies which were taken out prior to Feb. 24, 1919, are exempt from the federal estate tax, regardless of the time of death of the policyholder.

This is an important ruling and carries out the liberalization which was started under the famous Frick decision in 1925. Originally it was held that all insurance proceeds in excess of \$40,000 were taxable, if the assured's death occurred after June 2, 1924. Following the Frick decision in 1925, the ruling was changed to make all insurance proceeds taxable, if the policy had been issued prior to Feb. 24, 1919, and if the death of the assured occurred prior to June 2, 1924. The new ruling of the department removes the latter provision, and now all proceeds are exempt from taxation, if the policies were taken out prior to 1919. The new ruling is made retroactive, and estates of persons who have died since June 2, 1924, are entitled to a refund for taxes that may have been paid on the basis of the department's previous interpretation. This is an important ruling and will affect the large lines of life insurance which were written prior to 1919.

#### Junior Officers Appointed

Junior officers as follow have been appointed by the Acacia Mutual Life: J. C. King, assistant secretary; W. B. Irons, assistant secretary; R. B. Montgomery, assistant treasurer; E. A. Harlan, executive secretary.

such support are forthcoming only as the result of public appreciation of the need.

#### Life Men Have Interest

"However meritorious a cause may be, mere discussion regarding it is valueless in the absence of action. That statement applies with special force to us as representatives of the great business of life insurance, so closely allied to the problem in hand. If we believe in the necessity for, and the potency of intelligent work in health conservation; if it has penetrated into our consciousness that a vast store of human energy with an economic value of material consequence, is going to waste annually because of preventable disease and death, then we are derelict in our duty to the very institutions we represent, as well as to our communities and our nation, if we fail to use every means at our command to be of service. The business of life insurance, to be sure, is already performing a great service in the conservation of health, but we have by no means exhausted the possibilities of such service within our grasp. Through more intensive cultivation of our contact with our millions of policyholders, touching almost every American home; through the instrumentality of our great army of field representatives covering the entire land; through the preparation and circulation of convincing educational materials for the use of all publicity mediums of the country—including that modern vehicle, the radio, we can add much to our power of usefulness. Surely the responsibility rests with us, individually and collectively, to set the example for the nation in active support of this great cause."

## CHICAGO ASSOCIATION CELEBRATES 40th YEAR

### MEETING IS SALES CONGRESS

Some Leading Chicago Producers Tell Their Methods of Presenting Plans and Writing Business

Members of the Chicago Association of Life Underwriters celebrated the 40th anniversary of the organization on Tuesday this week with a meeting that took the form of a sales congress in which some leading producers in the city made the addresses. The subjects covered were "How and Where I Find Prospects," "How I Plan My Day's Work and Follow Through," "How I Develop a Better Clientele and Write Bigger Policies," "My Most Effective Selling Methods" and "How I Close My Prospects."

President Byron C. Howes introduced E. B. Dudley, Chicago Travelers manager and chairman of the entertainment committee, who conducted the meeting. Morgan Chase of the Samuel T. Chase office of the Connecticut Mutual was the first speaker on the first subject. He said that in Chicago he finds it more economical of time and more profitable generally to work in the congested business districts than elsewhere. Mr. Chase gleans the names of prospects from the newspapers and elsewhere, carefully card-indexes them and always follows through on each one.

#### Keeley Second Speaker

Robert Keeley of the Darby A. Day Union Central agency followed Mr. Chase. He has been in the business only two and a half years but has made a good record as a producer, in large part because he plans his work carefully. He obtains names of prospects from club and fraternity members and other business men he has sold and so uses the endless chain method. In two businesses in the city he has sold \$300,000 of insurance to young men whose names he obtained through the first man he closed in each company.

Harry Wright, one of the leading producers of the United States, representing the Girault agency of the Equitable of New York in Chicago, spoke very briefly to the effect that all his interviews are conducted by definite appointment with men who know that they are to talk life insurance to a life insurance man. That his system is successful is proved by the fact that to date this year he has produced just short of \$3,000,000 of business.

#### Day Goes as Planned

Frank Coffin of Moore, Case, Lyman & Hubbard told his hearers that the agent's day goes as he plans it and that the unplanned day of necessity will result in the main unprofitably. He advised talking briefly and to the point in the prospect's presence and said with reference to working methods that each agent must create his own system.

The matter of creating a better clientele and selling bigger policies is, according to Louis Degen of the Mutual Life of New York, tied intimately with getting into the confidence of clients and learning their most near desires in life. He said he knows more about many of his prospects, the information being willingly given, than do the prospects' families, and that this relationship has led to much high-grade business.

W. S. Fuller of the Prudential said he talks only insurance with the people he interviews and tries to convince them by logical arguments that insurance will aid them in their ambitions and will solve their problems.

Frank Ploger of the New York Life clearing house agency told how he presents definite programs. At the blackboard Frank O. Southbrook demonstrated how he analyzes for his prospects various coverage costs.

## MISSOURI STATE LIFE ANALYZES AUTO DEATHS

### ISSUES INTERESTING REPORT

Company Finds That Old People Are Most Frequently Victims—Pedestrians Greatly Endangered

"Automobiles are causing more accidents today than all other factors combined, and nearly three times as many men as women are victims of the deadly wheel," according to a statement by Hillsman Taylor, president of the Missouri State Life. "Careless driving is the cause of tremendous economic waste," says Taylor, "and incidentally safer automobile driving would mean lower automobile insurance. That's something for people to think about, too."

Mr. Taylor has had the research department of his company make an analysis of the 201 deaths in St. Louis resulting from auto accidents during the current year and the variety of ways in which these deaths occurred.

#### Hazard to Old Greatest

The survey covers the period from Jan. 1 to Dec. 17, 1928. It includes a tabulation by age groups which shows that persons over 60 years of age face a greater hazard from automobiles in St. Louis than do children under 15. Fifty deaths from automobile accidents occurred to the old age group referred to and 34 deaths among children. Other fatalities are distributed fairly even over the ages in between.

In comparison with the 34 children killed, the death toll of adults stands at 167, of which 47 were women and 120 men. The total of male deaths is 144 and of female deaths 57, or in proportion of two and one-half to one.

Pedestrians bear the brunt of the destruction to the extent of 165, as compared with 36 drivers and passengers who took rides which proved fatal. The most common type of accident is where a pedestrian was struck by a car. This happened to 158 people during the survey period. Collisions with various moving and stationary objects, from a tree to a fire truck, account for a death list of 43. Of the 148 people struck by moving vehicles, 15 were victims of hit-and-run drivers.

#### Some Accidents Unusual

One death each is reported from trying to hop a truck, jumping from a moving car, car skidding, striking the victim's head against a parked trailer while riding in a car, and falling under a motor bus. Among unusual accidents are: car rolling backwards when emergency brake released, thrown from a dump cart when cart dumped, car being forced on a sidewalk by a collision, and the running amuck of driverless cars, which accounted for three fatalities.

## NEW LIBERALIZATION MADE

Prudential, Metropolitan, Western & Southern Are Issuing Double Indemnity Rider with Policies

Following the action of the Prudential in attaching the double indemnity clause to industrial policies without extra charge, it seems likely that most of the other industrial companies will follow suit. The Metropolitan has telegraphed its branch offices that it will adopt the concession dating back to December 1. The Western & Southern of Cincinnati at its directors' meeting on Tuesday of this week also adopted the provision, and it is expected that other leading industrial companies will be heard from shortly. According to the Western & Southern's calculation the double indemnity clause if applied to its business of this year would have cost about \$300,000.



## PUBLIC LIFE GOES TO THE CHICAGO NATIONAL

Assets Valued at \$332,000, Including Two Buildings, Not Enough for Reserves

### LIEN OF ABOUT 30 PERCENT

Policyholders Can Reinstate Upon Payment of Premiums Since Order of Liquidation

Reinsurance of the Public Life of Chicago by the Chicago National Life was approved by Federal Judge George Carpenter at Chicago on Monday of this week. The Public Life has been in liquidation for slightly over a year. Policyholders who were in good standing on Nov. 21, 1927, the date of the liquidation order, will be entitled to reinstatement upon paying their premiums up to date. Those who have lapsed but were entitled to reinstatement on Nov. 21, 1927, may be reinstated on the terms that were applicable to them at that time, provided they pay up the premiums that have fallen due since.

The policies will be subject to a lien of about 30 percent. The exact amount remains to be determined between the receiver and the reinsuring company. The reinsurance also is subject to the approval of the Illinois insurance department, but it is understood that H. U. Bailey is favorable to the resuscitation of the business in force. The amount in force is about \$3,750,000.

#### Pay Claims in 90 Days

Death claims, endowed claims, disability claims and other loss claims upon policies in effect Nov. 21, 1927, which have been filed as claims against the receivership, are to be paid by the Chicago National within 90 days of the entry of a decree of the federal court allowing the claim. Claims that were not filed in the receivership may still be filed, subject to approval.

The Chicago National Life takes the assets of the Public Life, valued at \$332,000. The valuation of the main building at 1400 Washington boulevard, including furniture and fixtures and adjoining lot, is \$240,000. A building at 39th and State streets, Chicago, is taken at a valuation of \$25,000. Mortgages and bonds and accrued interest thereon are valued at \$67,000. Policy loans and accrued interest thereon and debts due and deferred premiums are taken care of in the adjustment of the reserve.

#### Lien on Cash Values

Cash surrender values are not assumed in excess of the net equity upon the particular policy. The net equity is to be determined by computing the total legal reserve upon the policies, plus accrued claims, and applying thereto the valuation of \$332,000 represented by the assets taken over. It is contemplated that the premium receipts within 90 days from the date of the contract will be sufficient to discharge the claims, the mortality element of the premiums and the expense loading being counted upon to overcome the pro rata deficiency of assets toward immediate claims. In case the premiums do not overcome the deficiency the lien on reserves will be increased accordingly.

#### Handling of Liens

The policy liens are not deductible from policy claims, but only the cash surrender values, loans or other non-forfeiture values. To the net premium under the policy there will be added an

(CONTINUED ON PAGE 32)

## SOME SNAPSHOTS TAKEN DURING NEW YORK CITY INSURANCE WEEK

There sat at the speakers' table at the Insurance Federation banquet President F. T. B. Martin of Omaha; W. G. Wilson, Cleveland, president National Association of Casualty & Surety Agents; James L. Madden, vice-president Metropolitan Life; William BroSmith, vice-president Travelers; Insurance Commissioner Charles R. Detrick, California, president National Convention of Insurance Commissioners; William G. Curtis, president National Casualty; F. Robertson Jones, secretary Workmen's Compensation Publicity Bureau; Charles H. Holland, president Independence Indemnity, and W. A. Fraser, Woodmen of the World.

George W. Wells, new secretary of the Northwestern National Life of Minneapolis and former Minnesota insurance commissioner, stood on the sidelines for the first time, viewing with interest the activity of the insurance superintendents. President O. J. Arnold of his company was also present at the meeting.

The "Three Musketeers" of the Insurance Federation, Secretary John T. Hutchinson, Editor Harlin E. Babcock of the "Federation News" and Mrs. Mary Fletcher, field representative, are largely responsible for federation activities and are popular socially.

R. J. Merrill, vice-president of the United Life & Accident of Concord, N. H., who is chairman of the Investment Section of the American Life Convention, and C. Petrus Peterson, general counsel of the Bankers Life of Nebraska, chairman of the Legal Section of the American Life Convention, were prominent in the activities. Mr. Peterson was accompanied by H. R. Wilson, president of the Bankers Life.

Herbert Orr, Lansing, Mich., attorney for the Gleaners and former actuary of the Michigan department, was present at the commissioners' convention for the first time in a number of years.

Judge C. S. Younger of the attorney-general's office in Ohio, an aspirant for appointment as Ohio insurance superintendent, attended the commissioners' meeting. Judge Younger looks after all insurance cases and rulings in the attorney-general's office.

Jess G. Read, insurance commissioner of Oklahoma, was present with his hand in a sling. He went on a hunting trip with the result that his hand became injured. He had to make an explanation to everyone he met.

E. S. Sherman of Minneapolis, Secretary of the Minnesota Federation, flew from Minneapolis to Cleveland, starting shortly after noon and landing in Cleveland 7 p. m. He then caught a fast train for New York, thus cutting the time materially. He stopped en route only in Rochester, Minn., and Chicago.

Don C. Lewis, insurance commissioner of South Dakota, who was the official host when the annual meeting was held last September in Rapid City, S. D., was greeted cordially by all those who participated in that wonderful gathering in his state.

There was a convocation of Methodist bishops in New York during the time of the insurance commissioners' meeting. Jackson Cochrane, insurance commissioner of Colorado, was approached by a gentleman in the hotel lobby and taken for one of these bishops.

I. A. Morrisett, president of the Gem City Life, Dayton, O., can now be called a regular insurance commissioners' convention follower, as he has been present at three or four meetings.

R. Leighton Foster, insurance superintendent of Ontario, and W. C. Safford, Ohio insurance superintendent, were the youngest men ever appointed to positions of this kind. Mr. Foster declared that he was three and a half months younger than Mr. Safford when he took office, at the age of 26 years. Mr. Foster started to attend the meetings of the National Convention of Insurance Commissioners in 1924. He is known to all the officials

on this side the Canadian line. He will be the official host at Toronto next September.

There was some question in considering the invitation of Toronto for the annual meeting of the National Convention of Insurance Commissioners, as to whether a body of state officials should hold a meeting outside the United States. Some declared that it would establish a precedent that might be embarrassing. However, most of the commissioners were perfectly willing to take a chance. Toronto will be a favorite city and will draw a large attendance.

This was the first year that the Health & Accident Underwriters Conference has held a committee meeting during the "big week." J. W. Scherr, Cincinnati, president of the Inter-Ocean Casualty, who is chairman of the executive committee, felt that it would be desirable to have a meeting and hence called the members together. This brought some of the notable accident officials to the city.

James A. Fulton, vice-president of the Home Life of New York and head of its agency department, was one of the few New York company officials who hobnobbed with his friends in the lobby the early part of the week.

Col. Joseph Button, insurance commissioner of Virginia, had to explain to an endless number of those desiring information as to why Virginia went Republican in the presidential election.

Frank N. Julian, formerly insurance commissioner of Alabama, recently vice-president of the Union Life of Rogers, Ark., and now head of a new fire insurance company of Birmingham, was present in all his glory.

Maj. W. R. Baker, Kansas insurance commissioner, attended his last Insurance Commissioners' Convention in his official capacity. Major Baker will retire from office in March. He has been a very useful member.

S. T. Mallison, state auditor of West Virginia, who is ex-officio insurance commissioner, was present for his last commissioners' convention during his term of office, as he will retire in March. Mr. Mallison was formerly private secretary to the governor of West Virginia. He is a newspaper man and has made a good record in office.

Garfield W. Brown, the new Minnesota insurance commissioner, was an interested spectator at the proceedings and soon got acquainted with the other members.

T. G. McConkey, president of the Canadian Life Officers Association and general manager of the Canada Life, attended the session of the insurance commissioners.

W. T. Grant, president of the Business Men's Assurance, and Mrs. Grant came on early in the week and were interested in the various activities.

Commissioner Detrick of California, president of the National Convention of Insurance Commissioners, did a gracious thing at the last session when he called upon Superintendent James A. Beha of New York, vice-president of the organization, to preside. Mr. Beha will retire from office at the end of the year and

(CONTINUED ON PAGE 10)

### NEXT WEEK!

Chicago Historical  
and  
Insurance Exchange Number  
To Subscribers of  
The National Underwriter  
Life Insurance Edition  
with Issue of Dec. 28, 1928.

WATCH FOR IT!

## EXCELLENT SPEAKERS AT BIG CONVENTION

Association of Life Insurance Presidents Drew Large Body of Men

### BULLOCK WAS CHAIRMAN

Some of the Features of the First Day's Proceedings in New York City

The high water mark in attendance at the meeting of the Association of Life Insurance Presidents was reached when Charles M. Schwab was speaking. Mr. Schwab always attracts attention because of his national reputation as an industrialist, his human qualities and the romance that attaches to his rise from a poor boy to a great business magnate, possessing a large fortune. He is an easy speaker. He soon gets on terms of familiarity with his audience. He addresses his hearers as "Boys." He has some corking stories that have something to do with himself. Mr. Schwab deals out homely philosophy. He is the Eddie Guest of industry when it comes to revealing the sentiments of the heart that are universal.

#### Bullock Is Presiding Officer

George T. Wight, manager of the association, who keeps the machinery moving and sees to it that the mechanics are in good order, opened the proceedings and introduced Chandler Bullock, president of the State Mutual Life, who acted as chairman. New Englanders make excellent presiding officers. Last year A. A. Welch, head of the Phoenix Mutual, acted admirably in a similar capacity. Mr. Bullock possesses a delightful Yankee twang. His introductions were well phrased and not too fulsome. He was easy, injected some humor into the proceedings now and then and altogether made a gracious presiding officer.

#### Massey First Set Speaker

There is always a large attendance when the first session opens. Some notable is scheduled to speak, and even if those who are present in the hotel "cut" some of the rest of the proceedings they sit in at roll call. This year the new Canadian minister to the United States, the first to be so appointed, Vincent Massey, was the first man on the program. Some Canadians are large and massive, T. B. Macaulay of the Sun Life for example. Others are lithe, small in stature and thin, T. Leighton Foster, insurance superintendent of Ontario, for example. Mr. Massey adopts the Foster type. He stated himself that he was no Goliath in dealing with insurance men. Mr. Massey called attention to the fact that American life companies had to go to his country for their actuarial supply. He proved an interesting speaker. He said there was something of the poet in every successful business man, although he would not acknowledge it. Back of every great achievement, he declared, there must be imagination and soul. That is the basis of poetry.

#### Arctic Aerial Times Square

Mr. Massey predicted that the Arctic regions in Canada would ultimately be the great airways between the northern continents, becoming in time a real aerial Times Square. Mr. Massey was formerly a director of the Mutual Life of Canada. He entered the ministry of W. L. Mackenzie King in 1925. Regarding the Arctic airway, he said:

"It has been pointed out that much

## NYLIC INCENTIVES and AIDS TO SUCCESS

## Nylic Friends

- ¶ National advertising grows because retail merchants have learned that it is much easier to sell goods that are well known to the public.
- ¶ Nylic Agents do not find it necessary to "introduce" their Company, which now has Two Million Policyholders insured for nearly 7 Billion Dollars.
- ¶ Since organization, Nylic has paid to living Policyholders and to beneficiaries over 2 Billion 600 Million Dollars. It is now distributing over 50 Millions a year in Dividends.
- ¶ Through 84 years of investing, New York Life has been of incalculable service to the nation, to business and to individuals. Today its assets of over 1 Billion 400 Million Dollars are largely used to finance public works, railroads, public utilities, business buildings, homes and farms.

So, wherever the Nylic agent goes, he finds Nylic friends—policyholders, beneficiaries and borrowers — who are grateful to the Company for its service to them.



New Home Office Building on the site of the famous old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY  
MADISON SQUARE, NEW YORK  
DARWIN P. KINGSLEY, President

of the land surface of the globe borders on the Arctic Ocean and that the shorter distance between many of the world's capitals lies across our northern Mediterranean sea. Is there not some ground for the forecast that in the future the Arctic plains of Canada will be the junction point of great airways between the continents? It is not too fantastic to think that somewhere in these northern wilds will be found a sort of Times Square of the air. It may be a little premature to buy real estate on the site, but the thought may have some substance."

## President Parkinson a Speaker

President Thomas I. Parkinson of the Equitable Life of New York is one of the comparative newcomers into life insurance and presidential field. He became second vice-president of the Equitable in 1920, ranking vice-president in 1926 and president a little over a year ago. He is small in stature, has a keen mind and absorbs much. He was a most ready listener at all sessions. Mr. Parkinson dealt with the investment side of insurance, a subject to which he has given his special attention. The fact that at almost every annual meeting someone is scheduled to give an address dealing with insurance finance shows the great importance of that subject.

## Pays Tribute to Beha

Mr. Parkinson in referring to the liberalization of the life insurance investment law in New York, permitting companies to buy preferred and guaranteed stocks and debentures, said:

"For this and for improvements in our law and practice we are indebted to the leadership and the courage of that admirable public officer, the superintendent of insurance of New York, James A. Beha. And may I say that it is at once the glory and the misfortune of the public service that it trains such men, only to lose them to greater opportunities of privilege at business?"

## Seay and His Grape Fruit

Harry L. Seay, president of the Southland Life of Dallas, was the last speaker Thursday morning. Chairman Bullock reminded the audience that Mr. Seay was another successful life insurance president that became connected with the business first through the legal route, as he practiced law. He became general counsel for his company in 1911, vice-president and treasurer in 1912 and president in 1915. Chairman Bullock also referred to the fact that Mr. Seay was connected with a number of outside business enterprises. One of his most important acquisitions is a grape fruit farm in the Rio Grande section. The chairman facetiously remarked that Mr. Seay would not be averse to taking carload orders for grape fruit in the lobby.

## Mr. Seay's Retort

Being introduced, Mr. Seay said: "I am somewhat indebted to our chairman for the manner in which he indulged in the pleasantry in my introduction, in that he gave me an advertisement, instead of, as is usually done, referring to Texas and the Robertson law or else to a recent political landslide that occurred down our way, which evidences to some extent that we have mortality in political hopes as well as in other things, and that Texas, in its vote for Mr. Hoover, in at least a mild manner, demonstrated its interest in national unity."

## Hurrell Followed Schwab

Arthur Hurrell, vice-president of the Prudential, had a difficult role to fill in following Charles M. Schwab on the Thursday afternoon program. Mr. Hurrell was formerly attorney for the Life Presidents Association. He is one of the most able executives, a man who thinks clearly and speaks well. Chairman Bullock remarked that his thinking is as clear as a bell. Mr. Hurrell, in taking the platform immediately following Mr. Schwab, said:

"One of my colleagues whispered to me just a moment ago that I had his full sympathy. That rather encouraged me because I know you gentlemen bet-

ter than Mr. Schwab knew you. I am reminded of the criticism of the Ohio reporter in the small town that reported the traveling company which for three nights was playing 'Uncle Tom's Cabin.' The morning after the first show, the criticism was in the local paper, 'The dogs were good, but the less said about their support the better.' After the inspiring address of one of the real leaders of America, I almost feel like apologizing for telling you something that you all believe and know now."

## Dobie and Smith Read Papers

Dr. A. M. Dobie, professor of law in the University of Virginia, founded by Thomas Jefferson at Charlottesville, proved to possess keen wit. He sallied at times into satiric excursions. He is the author of philosophical and legal works.

George W. Smith, vice-president of the New England Mutual Life, is one of the younger executives who is making a most excellent record. Chairman Bullock in introducing him, said: "Mr. Smith has the great privilege of being associated with that company and with Dan Appel, its president, whom everybody in New England and the whole insurance world thinks is one of the most lovable, soundest and far-visioning men in life insurance. But Mr. Smith, however, doesn't bask in any reflected glory. He shines with a real true blue light of his own. He is always scaling new heights. In fact he is an amateur mountaineer. I don't know how much he will tell you about it this time. But the underlying relationship of charitable and life disbursements, and their resultant influence upon the economic status of American citizens, furnishes the background of his paper."

## Richmond Reliance Men Win Cup

Representatives of the Reliance Life in the Richmond, Va., district are the winners this year of the Cartias cup, a silver trophy awarded each year for business production. The winners were honored with a dinner which was attended by H. G. Scott, senior vice-president of the company, and James Layton, assistant secretary. These two officials carried the cup down with them to Richmond, formally presenting it at the dinner. Carroll T. Scott of Richmond, supervisor of the Virginia department, accepted it.

The cup was won in competition with 34 other departments in the company's sales organization. It has been competed for annually for 15 years. Last year it was won by the Illinois department. So strong has been the competition that no department has succeeded in winning it for two successive years. The Kansas-Missouri department was second in the race this year. Among the guests at the dinner were Colonel Joseph Button, Virginia commissioner; Oliver J. Sands, president, and Waller Holladay, vice-president, of the American National Bank of Richmond; and Dr. E. T. Trice, local medical examiner.

## Meet in January

The United Life & Accident of Concord, will hold its annual convention of general agents at the home office during the first week in January. About 40 general agents will be present. Instead of the usual entertainment features two days will be devoted to a managers' school conducted by John M. Holcombe Jr. of the Life Insurance Sales Research Bureau. The United Life is having a good year and is making steady progress.

## American Life Convention Date

At the meeting of the executive committee of the American Life Convention in New York City last week, it was decided that the annual meeting in Cincinnati will be held the week of Oct. 14. J. M. Laird of the Connecticut General is chairman of the program committee.



## INTERESTING FACTS GIVEN AT MEETING

### Insurance Men Monopolized One Session of the Big Eastern Convention

### LIFE PRESIDENTS RALLY

### Thoughtful Papers Presented at the Annual Gathering—Ding, the Car- toonist, Was a Speaker

The Friday morning session of the annual meeting of the Association of Life Insurance Presidents had an all-insurance program, as there were no speakers outside of the craft unless Charles R. Detrick, insurance commissioner of California and president of the National Convention of Insurance Commissioners, might be so termed. He had just been presiding over the deliberations of his own body which met earlier in the week. In his address he sketched briefly some of the high spots in the history of the commissioners' organization. Mr. Detrick attended both the University of California and Stanford. The starting point of the National Convention of Insurance Commissioners was in 1871 when Superintendent Miller of New York called the commissioners together.

### Kavanagh Told of Group Insurance

James E. Kavanagh, second vice-president of the Metropolitan in charge of group insurance, gave some impressive figures on this class of insurance that took some officials off their feet. They realized that this kind of insurance has developed immensely. The Metropolitan Life started to write group insurance 12 years ago. It, therefore, is one of the pioneers in the field. Mr. Kavanagh linked up group insurance with improved social conditions, showing the part it is playing in current progress.

### Hart Attracted Attention

Hugh D. Hart, vice-president of the Penn Mutual Life, always attracts attention because of his wonderful success as a business and agency builder. He dealt largely with production problems. Executives that are particularly interested in that department, listened with keen attention. He used big company figures but the underlying thought that he was presenting could be applied to any company. Mr. Hart's cry was for better prepared men, men who have the capacity to grow, for greater production in an agency, for improved supervision. He stated there is greater and greater strife on part of many activities to get a larger share of the nation's dollar. If life insurance is to command its rightful part, it must have expert salesmen.

### President Nollen's Address

Gerard S. Nollen, president of the Bankers Life of Iowa, gave a thoughtful and well prepared paper dealing with health and disease prevention. Last year a similar paper was presented by John K. Gore of the Prudential. Mr. Nollen had some excellent material.

At the afternoon session Alfred J. Brosseau, president of Macks Trucks, International Motor Company, International Brunswick Motor Company, International Plainfield Motor Company and the Mack Acceptance Corporation, spoke. He is vice-president of the United States Chamber of Commerce.

R. H. Bullard, president of the Southern California Edison Company of Los Angeles, who was billed to speak, was

(CONTINUED ON PAGE 19)

## REVIEW OF THE YEAR

Life Insurance Seen in Retrospect and Prospect by Keen Observer

BY HENRY F. TYRRELL  
Legislative Counsel, Northwestern Mutual Life

BASED on figures now available, it may be stated confidently that approximately \$10,000,000,000 of new straight life insurance was placed in the year 1928 upon lives of residents of the United States, exclusive of industrial, group and fraternal insurance. This brings the total insurance in force in the United States on Jan. 1, 1929, up to about \$90,000,000,000 in round figures, and makes it possible to say that in 1929 the total will reach \$100,000,000,000.

At first blush, this appears to be a staggering sum—almost incapable of appreciation—but analysis takes away from it something of its initial impressiveness. Of the number of lives insured and of the total amount carried, American life insurance may well be proud, but in relation to the life values covered, the institution has really but begun to reach the field.

### Still Greatly Underinsured

It is estimated that, at present, but 3 percent of the total annual income of the country goes for life insurance premiums, and this pays for an amount of insurance about equal to the income of the country for a period of 15 months. But more impressive and important is the astonishing fact that a very small percentage of the life values in this country have been covered. Despite the splendid showing already made, a recent expert report based upon a careful survey shows that the field for life insurance is just about one-quarter covered.

This statement, even to those close to the business, will likely prove astonishing, especially when they feel inclined to be elated over the circumstance that while it took 79 years of operation to write the first \$50,000,000,000 in force, it took only seven years to write the second \$50,000,000,000. (It is quite probable that it will take less than five years to write the next \$50,000,000,000—and here one drops the subject.)

### Great Strides in 1928

In briefly summing up the situation for 1928, it can be said that American life insurance made a wonderful forward stride in that year, pleasing all concerned, public and management alike. It did this because of improvement in its service; because of the education and equipment of its agents; because of less lapsation due to improved salesmanship, and because of better management.

Constant effort to serve the public in the broadest sense of its ability was shown in various ways, to wit: in the adoption of new and improved policy forms; in the reduction of the age in which one may be insured; in the increase of the amount of insurance which may be placed upon a single life, and in improvements in dividend scales, thus reducing the ultimate cost to patrons.

### Was Eventful Year

The year 1928 was replete in incidental features which concerned the business and the public, and which may be classed as general news.

The Metropolitan Life issued the largest single policy on one life ever written by a company when it placed a policy for \$1,500,000 on the life of a prominent Manhattan business man.

The death of the carrier of the most life insurance in the world occurred in 1928, when Rodman Wanamaker, carrying over \$6,000,000 of life insurance, passed on.

Early in the year, the life insurance agents of the country were much perturbed over the invasion of their field by the American Bank of Italy, with the contention that "all solicitation of life insurance will ultimately be eliminated by life insurance sold over the counter." The excitement, however, sub-

sided, and the thought is now being generally expressed that the best and the most fundamental way to increase business "is to secure a better type of agent" to take care of the "potential effective demand."

### Cloud Was Cleared Away

A sensational incident of the year resulted from disclosures as to the alleged manipulation of funds of a life insurance company by its officers, but the incident happily closed by the reinsurance of the company in another organization, thus establishing the stability of the institution and justifying the confidence of the public in it.

The past year also witnessed the removal of all restrictions as to aviation in many companies and the extension by the government of war risk insurance to all veterans, even though not previously carrying such insurance.

The establishment of the American College of Life Insurance, in the nature of a memorial to E. A. Woods, deceased, formerly of Pittsburgh, marked the



HENRY F. TYRRELL

academic attempt to establish the profession of life insurance salesmanship.

The judgment of the courts in favor of the insuring company in the famous Snyder case was notable evidence of the rectitude of a judicial system which rises above the sickly sentimentality which surrounded the case.

### Extending the Business

The extension of the Insurance Day idea was a gratifying feature of 1928. These days are designed to give agents and their clients opportunity to meet and discuss mutual problems. They are full of chance to be of great public service.

An incidental feature of 1928 is worth mentioning because of its unusual character. Toward the latter part of the year, agents found many prospects who were normally receptive to solicitation more or less reluctant and apathetic, and it finally developed that these men were playing the stock market. This public craze was also reflected in applications for policy loans and delay in premium payments.

As to the personal side of life insurance in 1928, there is much to report. One of the outstanding incidents was the election of Paul F. Clark of Boston, aged 35 years, to the presidency of the National Association of Life Underwriters. Mr. Clark is the youngest man to hold this commanding office.

Changes in the personnel of the official force of the Equitable Life of New York

(CONTINUED ON PAGE 18)

## BETTER DISTRIBUTION METHODS ARE NEEDED

### Hugh D. Hart, Penn Mutual Vice- President, Is Speaker at Convention

### TELLS COMPANY DEFECTS

### Says Sales Training and Distributing Methods Can Well Be Given Greater Attention

In his address "Serving the Nation Through Efficient Life Insurance Distribution," made before the annual meeting of the Association of Life Insurance Presidents in New York City, Hugh D. Hart, vice-president of the Penn Mutual Life, said in part:

"However important we may concede the distribution process to be, in the abstract, conventional life insurance thought does not place it in an over-towering position when considering the actual structure of the life insurance company. Although the investment function of a life insurance company depends entirely upon the operations of the agency force, the trustees and directors of life insurance companies too often exercise far greater care in the choice of their investment management than in the choice of their agency management. It would be unthought of for a life insurance company to delegate the investment of its funds to men inexperienced in practical finance, yet it is no uncommon thing for the management of a life insurance company's distribution department to be placed in the hands of men who have had no actual sales or agency experience. The first great step to be taken forward, then, toward improving life insurance distribution should be the establishment of the agency department on the footing its importance deserves, both in relation to the attention paid to agency problems by executives and trustees, and in respect to the selection of those responsible for agency management.

### Scientific Research Needed

"Another avenue which will lead to improved distribution is the utilization of scientific research to a greater degree than heretofore. Research has proved an indispensable ally of commerce, industry and agriculture, but in the life insurance world we are just beginning to realize the possibilities of this type of work when applied to agency problems.

"Not only are we a long way from reaching the point of saturation in life insurance sales, but on the contrary, the possibilities for constantly increasing production through improved distribution methods are well-nigh unlimited. So rich a market exists nowhere else in the world. The annual income of our people is roughly 80 percent of all the wealth and approximately five times the income of Great Britain. We are accustomed to think of life insurance distribution as having performed great miracles. In the light of its deficiencies, we stand appalled, however, for the amount of insurance carried by the citizens of America is equal only to about one year's total income, whereas five years' income is generally considered the minimum that should be carried by an individual.

### "Bull Market" Obtains

"Since the war, we have been enjoying what might be termed a 'bull market' in the purchase of life insurance. Each year during the past decade the companies have, almost without exception,

# ANOTHER NEW PRUDENTIAL POLICY

Always a leader in the devising of new and attractive life insurance coverage, this Company now offers a—

## MODIFIED LIFE POLICY

With Change of Rate at the End of  
Three Years

### ANNUAL PREMIUM

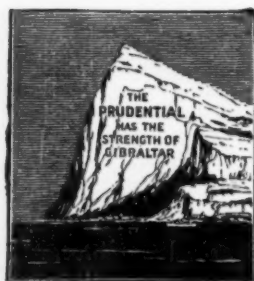
Amount	Age	First Three Years	Fourth and Following Years
\$5000	20	\$ 60.50	\$ 71.20
5000	30	80.25	94.40
5000	40	115.15	135.45
5000	50	174.90	205.75

(These may be paid quarterly, annually or semi-annually)

Ages 15 to 66  
\$5000 and up

There is an increase in rate at end of three years but dividends begin at that time and if the current experience of the Company as to earnings continues, dividends should equal the increase.

*Any Prudential Agent Will Be Glad to Explain This Policy.*



**The Prudential**  
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

rolled up a new record of production, and the aggregate production of all the companies has ascended year by year to stupendous heights. We have grown accustomed to assume that this life insurance bull market will continue indefinitely. Sober reflection teaches us, however, that an unbroken economic trend would be an unparalleled exception to the rule. Moreover, competition in all lines is shifting from the strife for business within a given industry to the larger conflict between different industries for a greater share of the nation's dollar. Under this so-called 'new competition,' life insurance companies will not only continue to compete with one another for business but they will be required to compete against washing machines, radios, baking powder, soap, investments trusts and a thousand outside contenders for the buying power of America.

#### Should Build Larger Agencies

"The very small agency unit still dominates the field in both general agency and branch office companies. The duplications and supervision requirements which these innumerable small agencies necessitate can be minimized by building up larger average agencies. It is the mission of efficient distribution to bring the factors of volume and cost into proper relationship. Here life insurance seems to differ from industry, merchandising, transportation and other important branches of business. Maximizing volume of production in other types of business tends to reflect corresponding savings in management expense. In life insurance, this economic law seem to operate only to a limited degree. The total volume of business done by a life insurance company does not indicate its per thousand acquisition and service costs. What does appear to be important in the life insurance business is to establish sound bases of acquisition and maintenance; then, first, to bring the total volume of business into symmetrical relationship with the size and structure of the company as a whole; and, second, to build up agency units of sufficient size to keep down duplications and supervision costs.

#### Size Affects Operation

"As between two companies writing the same volume of business on the same contractual plan, one of which obtains its business from 50 agencies, while the other secures its business from 250 agencies, it is hardly possible for the company with five times the number of agencies to manage its distribution problem as economically as the other with one-fifth as many agencies.

"There is a point in size, however, beyond which a life insurance company should not permit its agency units to extend. Not enough thought has as yet been given to this subject, chiefly because very few life insurance agencies have thus far attained a size that approaches this limit. My personal opinion is that somewhere around \$50,000,000 of annual production is about as large as any individual agency unit should properly grow. I have had the experience of participating in the management of an agency unit that exceeded \$60,000,000 annual volume, and this experience confirms my view that \$50,000,000, or thereabout, should be the extreme limit and that decentralization should take place when that dead-line is exceeded.

#### Economy Not Only Advantage

"Economy is by no means the only advantage to be obtained from the large agency unit. The collateral advantages of the large unit over the small are more important even than the economies that result. The larger the unit, the higher the calibre of man required to handle it; the higher the calibre of leader, the finer the type of agents he will attract. The large agency not only enables the life insurance company to obtain exceptional leadership because of the magnitude of the opportunity thus afforded, but a leader who is himself a star will be able to surround himself with a better grade

of sub-agents than could a mediocre leader—and the benefits flowing to a life insurance company from superior man-power are incalculable.

#### Salesmen Should Be Trained

"The life insurance institution in its earlier stages in this country permitted its representatives to go abroad without having been trained for their work. This situation has not entirely been corrected. We have no right to foist untrained agents upon the public. If we persist in doing so, we cannot expect to win and maintain for life insurance that respect which its value to society merits. But, aside from the obligation to distribute life insurance through competently prepared representatives, training increases the production of the agents who receive it, and it thereby becomes a most important factor in promoting distribution. We can do little more than has already been accomplished to increase life insurance sales by actuarial improvements in existing policies, or by the invention of new forms. We cannot, like the automobile distributors, stimulate sales by bringing out new models each year; but we can train our men so that they may demonstrate more intelligently new uses for life insurance through the application of existing plans to ever-expanding life insurance needs, thus enlarging the volume of our business by enlarging the capacity of our agents.

#### Managers Should Be Trained

"A training program which does not begin by training the managers or general agents for their job is based upon a mistaken theory. We are gradually recognizing the fact that agency organization and management is a function separate and apart from that of personal life insurance selling; that combining the two in one man is not the efficient way to carry out either job. It is far easier to produce an efficient agency personnel through trained leaders than through untrained leaders, and the fact that a man holds a high record for personal selling does not necessarily mean that he is equipped for the work of organizing and managing an agency.

"The solution of the problem of life insurance distribution lies in an intelligent selection, training and supervision of man-power, and the key to man-power organization lies in proper leadership. Here is where we have most signally failed in the past: we have not paid enough attention to the type of agency leaders we have chosen, nor have we adequately trained our leaders for their important managerial functions."

#### WILL HAVE SALES CONGRESS

Separate and Joint Conferences For  
Fire, Casualty and Life for  
Indiana Insurance Day

INDIANAPOLIS, Dec. 20.—At a meeting of the executive committee of Indiana Insurance Day on Monday, Elbert Storer, chairman, announced that a number of nationally known speakers are already assured for the various sessions of the event. While there was discussion as to the advisability of changing the original plan of program it was decided not to do so and it is pretty definitely decided now that there will be a sales congress for life underwriters on Tuesday morning and at the same time a similar session for fire and casualty interests. For the former meeting three speakers have already been secured and for the latter there will be a speaker on salesmanship for each of the three divisions of the program—fire, casualty and surety bonds. There will be a noon luncheon followed by a meeting which will be addressed by two or three prominent speakers. There will be a dance and entertainment on Tuesday evening. Companies will be urged to have such agency gatherings as they desire on Monday throughout the day and evening, leaving Tuesday entirely clear for the general program.



## BRILLIANT GALAXY AT DEDICATION FETE

### BANQUET OF NEW YORK LIFE

Notable Gathering Listened to President Kingsley Broadcast His Address—Haley Fiske a Speaker

President Haley Fiske of the Metropolitan Life, in his talk at the dedication banquet of the New York Life last week, said that when John A. McCall was New York insurance superintendent he threw out the life line to the Metropolitan Life when it needed assistance and saved the organization in time of great distress. Later Mr. McCall became president of the New York Life. President Fiske said that naturally the relations between the two companies were very close. Mr. McCall was made a director of the Metropolitan, a position that he filled until his death. The same cordial relationship and intimacy have been continued under succeeding administrations.

#### Be More Intimately Associated

Now that the New York Life has opened its new building on Madison Square, the Metropolitan Life will be even more closely associated with its distinguished neighbor. President Fiske said that in days to come the Metropolitan Life undoubtedly will have to extend its home office building up to 26th street, across the way from the New York Life. He facetiously remarked that it would be a problem of future administration to obtain permission from the city to have a bridge from the New York Life building to the Metropolitan Life building on some higher story. Thus the two buildings may ultimately be bridged.

#### Brilliant Galaxy of Men

To the dedication banquet, President Darwin P. Kingsley of the New York Life invited a distinguished galaxy of men consisting of officers and directors of the company, some of its great field chieftains, men eminent in the newspaper business in the east, presidents of eastern and New England life companies, some special friends, and a few representatives of insurance papers. At the stroke of 9:30 p. m. President Coolidge from Washington touched a button that released an American flag back of President Kingsley's table. The orchestra played the "Star Spangled Banner" and the audience arose.

#### Address Was Broadcast

Then Mr. Kingsley broadcast his address. The New York Life had arranged a hook-up of different stations in various parts of the country so that he could reach as many policyholders, agents and others interested in the company as possible. The first response that he received was during the banquet when a former reporter of the Grand Junction, Colo., "News," who worked under Mr. Kingsley when he was editor in days gone by, wired that he listened to Mr. Kingsley's address from Washington, D. C. Karl A. Bickel, general manager of the United Press, who sat at the banquet, succeeded Mr. Kingsley as editor of the Grand Junction "News."

#### Presentation to Kingsley

One of the features at the banquet was the presentation of a replica of the statue of Diana, the huntress, on the top of the Madison Square Garden, which building was replaced by the New York Life's new home structure. Mr. Kingsley was a great admirer of this statue by St. Gaudens. The replica will be in President Kingsley's private office. The presentation was made by John J. Parker of Cleveland, dean of the New York Life field force, after President Thomas A. Buckner announced that Mr.

(CONTINUED ON PAGE 18)

## NOTES TAKEN ON THE FLY AT THE MEETING OF THE LIFE PRESIDENTS

Manager George T. Wight in introducing Chandler Bullock, president of the State Mutual, as chairman said that the latter had agreed to meet all demands at the convention except to sit up until morning at a night club.

Roger B. Hull, managing director of the National Association of Life Underwriters, towered above the throng.

Frank H. Hardison, former Massachusetts commissioner, now actuary of the Liberty Mutual of Boston, a casualty company, one of the veterans, sat in the second row and attentively listened to the proceedings.

Manager Wight announced there were present representatives of the National Convention of Insurance Commissioners, Association of Superintendents of the Canadian Provinces, Canadian Life Officers Association, American Life Convention, Association of Life Insurance Counsel, National Association of Life Underwriters.

Harry R. Wilson, vice-president of the American Central Life, just budding as a benedict, was unusually radiant with smiles.

There were a few pipe smokers during the proceedings. One celebrated triumvirate consisted of T. G. McConkey, general manager Canada Life; Roger B. Hull, managing director National Life Underwriters Association; William BroSmith, vice-president Travelers.

Secretary William Alexander of the Equitable Life of New York is always a front seat listener at presidents' meetings.

Chandler Bullock in his talk said the movies make no demand on the mind or muscles.

James C. Jones, Sr., notable St. Louis attorney, counsel of the American National of that city, accompanied by his son, James C. Jr., attended the Life Counsel Association meeting and stayed over for the presidents' gathering.

Fred A. Howland, president of the National Life of Vermont, chairman of the reception committee, tall, straight and impressive, played his part skillfully.

The head office chiefs of the association are always active in service at the annual conventions, they being Manager George T. Wight, Assistant Manager C. G. Taylor, Jr., Attorney V. P. Whitsett, Statistician C. F. Creswell, Assistant Secretary Mott A. Brooks.

President Darwin P. Kingsley of the New York Life, fresh from presiding at the dedicatory banquet at the formal opening of his new home office building the evening before, was present bright and early at the first session.

Insurance Superintendent J. A. Beha of New York attended for the last time in his official capacity, as he will retire from his position Dec. 31.

William Marshall Bullitt, distinguished Louisville attorney, who has had a prominent part in insurance litigation and counsel, comes on every year to mix with the life presidents.

Arthur I. Vorys, former Ohio insurance superintendent and now an attorney of distinction at Columbus, was present. He is a director of the Western & Southern Life and has a large insurance practice.

Harry L. Seay of Dallas, president Southland Life, one of the speakers, was flanked on his left during the session at which he spoke by President H. M. Woolen of the American Central Life, both former American Life Convention presidents.

The famous Nollen brothers of Des Moines, Henry S., president of the Equitable Life of Iowa, and Gerard S., president of the Bankers Life, shifted some years ago. Henry was an official of the

Bankers and Gerard was on the Equitable of Iowa staff.

Claris Adams, secretary of the American Life Convention, had many members of his executive committee and former presidents in tow.

Walton L. Crocker, president of the John Hancock Mutual, one of the good handshakers and cheerful men of the business, gets a front seat and listens with rapt attention.

The Mays, pater et fil, Emmet C. and Walter E., president and agency vice president of the Peoria Life, were inseparable in their peregrinations about the Astor.

Dr. J. P. Munn, former president of the United States Life, with his oldtime long side whiskers and mustache, seeks out his old friends at the time of the presidents' meetings.

The committee on resolutions consisted of F. L. Allen, Mutual Life; W. H. Davis, Pacific Mutual; T. B. Macaulay, Sun Life of Canada; E. E. Rhodes, Mutual Benefit; William BroSmith, Travelers; Julian Price, Jefferson Standard; Ethelbert I. Low, Home Life; H. R. Wilson, Bankers Life of Nebraska; C. A. Craig, National Life & Accident.

Two company associates, President R. W. Huntington and Vice President G. E. Bulkley of the Connecticut General, both enjoy smoking their pipes when the sessions become somewhat ponderous and arid.

Col. C. B. Robbins, president Cedar Rapids Life, came on from Washington, D. C., to attend the meeting of the executive committee of the American Life Convention and join the Life Presidents Association throng. He is assistant Secretary of War and will serve until the present administration ends.

Chairman Bullock in his preliminary remarks said:

"Your chairman, having had his brief moment on the stage, subsides to a mere introducer of the distinguished gentlemen who are to follow. My position is somewhat analogous to that of a distant relative of the distinguished actor, Edwin Booth. It seems that this relative, trading on the name of his greater relative, took a company touring through the west, playing 'King Richard III,' and this relative assumed the title role. Eugene Field, of lamented memory, was then a dramatic critic on one of the Denver papers and he attended this performance. His criticism the next day consisted of just two sentences, and I shall quote them—they are a fine example of tabloid criticism: 'James Peter Booth appeared in the part of King Richard III at the opera house last evening. He played the king as though in constant fear someone was about to play the ace.' Now as chairman of this convention, I am going to play the different aces of our excellent program."

At the close of the Friday morning session, T. G. McConkey, general manager of the Canada Life and president of Canadian Association of Life Officers; Claris Adams, manager of the American Life Convention, and Paul F. Clark, president of the National Association of Life Underwriters, brought greetings from their organizations.

At the executive session Thursday, W. L. Crocker, president of the John Hancock Mutual, presented the memoir in tribute to W. W. McClench, chairman of the board of the Massachusetts Mutual and for many years its president. A. A. Welch, president of the Phoenix Mutual, presented the tribute to the late John D. Sage, president of the Union Central Life.

Jesse R. Clark, new president of the Union Central Life, was elected to a place on the executive committee of the Life Presidents Association, filling the vacancy caused by the death of the late John D. Sage, his predecessor. The other members are: George T. Wight, manager

(CONTINUED ON PAGE 17)

## ELLIOTT JOINS PRUDENTIAL AS HEAD OF DEPARTMENT

### IS SUCCEEDED BY B. K. LOOK

Leaves Group Department of Johnson & Higgins to Take Charge of Contributory Group for Company

NEW YORK, Dec. 20.—Charles E. Elliott, Jr., who became manager of the group insurance department for Johnson & Higgins last March under the direction of Gerald A. Eubank, general manager of the life insurance department, has resigned effective Jan. 1, to take charge of the contributory group insurance department for the Prudential. Mr. Elliott will have an office with the Prudential in Newark.

#### Has Broad Background

Mr. Elliott has been working along the group lines since he started his career in insurance back in 1924. Shortly after he was graduated with a B. A. degree from the Rice Institute in Texas, he entered the group insurance depart-



CHARLES E. ELLIOTT, JR.

ment of the Aetna Life and was sent to the company's home office group school in Hartford. In 1925 he was appointed manager of the group department for the Aetna Life in southern Texas, with headquarters in San Antonio and Houston. During his first year he led the entire Aetna field during two separate months in production of group insurance.

Transferred to Baltimore in 1927 to take charge of the group department of the Friend L. Wells agency of the Aetna, Mr. Elliott again made an excellent production record.

In March 1928, Mr. Elliott resigned from the Aetna to join Johnson & Higgins as manager of the group insurance department under Gerald A. Eubank. He has been performing the kind of work that has attracted the attention of the home office during the past year, and his future in the group insurance field should be a bright one.

#### Look Joins Johnson & Higgins

B. K. Look will join the life insurance department of Johnson & Higgins as manager of the group insurance department, effective Dec. 17, to succeed Charles E. Elliott, Jr. Mr. Look entered the Aetna Life insurance training school for group insurance when this form of coverage was just beginning to become a serious factor in the insurance business. He served under a number of general agents in Newark, Portland, Cleveland, Philadelphia and Boston as a home office representative for the group department. Later he acted

(CONTINUED ON PAGE 17)

(No. 1 of a Series)

# No Capital Required?

WHAT GOOD ARE PROSPECTS, HIGH AMBITIONS, MAXIMUM EFFORTS, IF YOUR CLIENT DOESN'T HAVE SOME READY CASH TO HAND OVER?

MANY GOOD MEN HAVE BEEN FORCED OUT OF THIS LIFE INSURANCE BUSINESS THROUGH LACK OF WORKING CAPITAL, YET THEY ENTERED IT BECAUSE NO CAPITAL WAS REQUIRED!

**American Central Representatives  
Enjoy A Unique Service  
--The Agents' Fund--**

WHICH ELIMINATES THEIR NET-PAYING AND CAPITAL-GETTING WORRIES, LEAVING THEM FREE TO WRITE ALL THE GOOD BUSINESS THAT CAN BE SECURED.

(Just one of the many reasons why American Central representatives are happy and successful.)



## PRUDENTIAL MEN ON WEST COAST HOLD CONFERENCE

### PRESIDENT DUFFIELD SPEAKER

Two Day Session Held at Del Monte, Cal., With Big Home Office Group Present

DEL MONTE, CAL., Dec. 20.—Pacific Coast agents and managers of the Prudential, both industrial and ordinary, gathered here last week for a two-day conference with a large delegation of home office officials. Those present represented 18 districts on the Pacific Coast, and also five ordinary agencies on the coast and in Honolulu. The home office delegation included President E. D. Duffield, Franklin D'Olier, vice-president; George W. Munsick, vice-president; J. P. Mackin, assistant secretary; A. F. Messner, division manager; A. E. N. Gray, assistant supervisor of field inspection; George E. Porter, secretary to the president; C. C. Hermans, special inspector; and H. B. Wells, formerly state senator of New Jersey.

#### President Duffield Spoke

The session was preceded by an informal luncheon for industrial superintendents, with Mr. Messner presiding. On that occasion President Duffield welcomed the company's representatives to the conference and outlined the work of the organization on the Pacific Coast. Immediately following the luncheon a conference of the superintendents was held with Vice-President Munsick, at which plans for 1929 were outlined. The general conference was opened by a talk on the growth of the company by President Duffield. Mr. Duffield said that there are now 22,000 industrial representatives alone and 6,000 people in the home office. Regarding the financial growth, he announced that by Jan. 1 the company's assets will be \$2,000,000,000. Mr. Duffield said that he was greatly pleased with the better selection of men in the field and improved training methods, with a resultant decrease in agency turn-over. He urged that more attention be given the human side of the business and that managers and superintendents find the cause for men not succeeding. He said this will point the way for building more successful men.

#### Cites Agents' Troubles

Mr. Duffield said that the day is gone when men who have failed in life can stumble into employment in the life insurance business. He said that agents must learn to advise their clients as to arranging life insurance programs and, further, they must give more study and thought not only to the clients' problems, but also to their own business. He said the agent should be proud of his work, interested in community affairs, solicitous about his clients and honest with himself and with his company. There is a great need of humanizing the business throughout the country, he said, and the safeguarding of American homes and the American family is the duty of the life insurance salesman. He said that Prudential service begins before the policy is written and should not end until the claim is paid. President Duffield then spoke on what he termed a most serious problem, conservation, the reduction of lapses. Protection once placed on the books should be there when needed.

#### Other Officers Spoke

Vice-President Franklin D'Olier, who was the first national commander of the American Legion, spoke of the investment activities of the company and said that each day the company was confronted with the problem of arranging for the investment of \$1,000,000 of funds. He said that 1928 will close as the most successful year in the company's history. He spoke of the new

## MAKE EFFORT TO TRACE INTERNATIONAL ASSETS

### CONTRACT WITH CHICAGOAN

Broker Holds Out Hope of Recovering \$2,000,000 in Securities Now Missing

ST. LOUIS, Dec. 20.—Federal Judge Davis at Hannibal, Mo., several days ago approved a contract entered into by Massey Wilson and Ben C. Hyde, receivers for the International Life with Edgar C. Proctor, a Chicago investment broker and banker, who has held out the hope that he may be able to recover up to \$2,000,000 in bonds and other securities belonging to the life insurance company which were removed from its vaults several months ago, causing its collapse.

While Mr. Wilson and others connected with the International Life receivership are not holding out too great hopes on the information which Mr. Proctor claims to possess they deemed his proposition worthy of enough consideration to enter into a contract with him whereby he is to be compensated for all bonds recovered. Originally the contract stipulated he was to be paid 25 percent, but this clause was stricken out and it was agreed that Judge Davis will fix the compensation to the extent Mr. Proctor makes good. He has 45 days in which to deliver under the contract.

#### Has "Intangible" Information

Mr. Proctor told the receivers for the International Life that he has definite, yet somewhat intangible information regarding loans in which assets had been pledged as security. The loans against these bonds, which are said to total about \$2,000,000, total \$700,000 or thereabouts. According to the terms of the contract entered into with Mr. Proctor, it will be necessary to repay these loans in order to gain control of the securities and in addition pay Mr. Proctor a percentage of the market value of the securities as compensation for recovery. If Mr. Proctor makes good it is hoped the assets of the International Life receivers will be bolstered about \$1,000,000 net, and perhaps as much as \$1,500,000.

policies being offered and stressed particularly the new modified form and also the accidental death benefit just announced for weekly premium policies.

Mr. Messner introduced the leading assistants and agents. He said that the company now has \$191,000,000 in ordinary and \$198,000 of weekly industrial debit in California. Mr. Messner said that the answer to more business was not new, but the old formula "straight canvass." He outlined the ordinary allotment for industrial agents and urged the men to make a more determined effort in the ordinary field.

Vice-President Munsick told of the advances in the business, pointing out that the business advances rather than changes. He has approximately 30,000 men under his direct supervision and over 60 ordinary agencies.

There were talks by the other representatives of the home office and those in charge of field activities, both outlining the program for the coming year and summing up the activities of the past year. Mr. Wells, former state senator of New Jersey and well known before eastern insurance gatherings, spoke on the philosophy of selling. President Duffield closed the meeting with farewell greetings.

On the day following this convention there was a meeting of the San Francisco agents and early this week there was a conference of agents in the Salt Lake City district, at which the plans and allotments of the home office were personally applied.



## ADVANCE OF GROUP LIFE INSURANCE IS PICTURED

### BIG PROPORTIONS ARE SHOWN

Vice-President Kavanagh of Metropolitan Is Speaker Before Life Presidents

NEW YORK, Dec. 20.—Speaking before the annual meeting of the Association of Life Insurance Presidents here last week, Vice-President James E. Kavanagh of the Metropolitan Life summed up the social aspect of group insurance. His subject was "Advancing Social Welfare Through Group Insurance." He gave six definite benefits of this comparatively new phase of life insurance as follows: Greater cooperation between employer and employee; reduction in labor turnover; increased protection for the employee against the hazards of death, sickness, accident and old age; increased thrift among employees; increased cooperative drives for better health and better working conditions; more intelligent efforts to keep well. The gigantic proportions to which group insurance has grown in comparatively few years were shown by the facts and figures given by Mr. Kavanagh as follows:

#### Facts and Figures

"Let us briefly review the situation in which group insurance finds itself today. Such insurance to an amount estimated at more than seven-and-a-half billions of dollars is now in force in American and Canadian insurance companies. In all, there are 57 companies, 10 of which are in Canada, that have up-to-date issued this kind of insurance. The total number of lives covered is approximately 5,000,000, which represents about one-eighth of the total number of people gainfully occupied in the

United States. The average coverage per life is a little less than \$1,500, hardly equal to two-thirds the average annual income of the American wage-earner. If one were to consider capitalized value rather than the annual income of the American worker, the proportion of life value covered by group insurance on employees in America is still pathetically small.

"There has been paid to the beneficiaries of group life insurance certificates something like \$250,000,000 in upwards of two hundred thousand homes. It is estimated that in round numbers 1,500,000 lives are covered by group sickness and accident insurance for weekly benefits running to about \$15,000,000. This kind of insurance is now being written by eight of the companies that write group life insurance.

#### Coverage Is Extended

"In addition to this, approximately 333,000 lives are covered for group accidental death and dismemberment insurance, under the terms of which employees are provided with very extensive protection covering those hazards. There are six companies writing this kind of insurance. Many corporations now have various kinds of group annuity or pension contracts. These are written for the most part on a contributory plan, where the employer and employee jointly make monthly deposits for the purpose of securing deferred annuities, payable monthly. The payments become due either in event of disability after a certain period of service, usually 20 years, or on reaching a certain attained age. The age requirement is commonly 60 in the case of women, and very often 65 in the case of men.

"Although life insurance policies are being issued in larger face amounts than ever before, a \$100,000 policy is still considered something out of the ordinary and a \$1,000,000 policy is the subject of much publicity. Today, companies writing group insurance think nothing of \$100,000 policies. They

have, in fact, many policies in force where the premium alone is hundreds of thousands of dollars, and in some cases the premium exceeds \$1,000,000. The company holding the largest group policy pays premiums of several millions of dollars per annum—an amount considerably larger than the annual income of many of the life insurance companies in America.

#### Huge Gains Shown

"Approximately 17,000 employers of labor in the United States and Canada have set up programs whereby their employees are provided with group life insurance in amounts ranging all the way from \$500 to \$10,000 per life. It will be noted that of the more than ninety billions of dollars of life insurance carried by American and Canadian companies, about one-twelfth is group life. About 75 percent of this aggregate amount of group life insurance is in force in some half-dozen life insurance companies. Year by year the amount of this kind of insurance in force has steadily increased, ranging from about \$13,000,000 in 1912, to now far from \$6,000,000,000 in 1927, and estimated at more than \$7,500,000,000 in 1928. The business has truly grown at a remarkable pace. The gain in force has been even more marked in many years being greater than the official issue. This is due to the peculiar method of reporting issued business which, frequently, does not include additions to policies in force resulting from increases in number of employees in insured groups and additional coverage on lives already insured."

#### C. Hubert Anderson Resigns

C. Hubert Anderson, who has been superintendent of agents of the Springfield Life of Springfield, Ill., for about three and a half years, has resigned and will leave his present position at the close of the year. Mr. Anderson was formerly agency man for the American National of Galveston.

## NEW REHABILITATION EFFORT IS FORESEEN

### REFINANCING IS CONSIDERED

Old Colony Life May Revamp Its Board of Directors and Add New Capital

It is reported that eight new directors are to be chosen to replace eight of the 15 present directors of the Old Colony Life of Chicago and that a considerable amount of new capital is to be added to the financial structure of the company. Reserves of the company are not impaired, it is said by those who know the details of the carrier's financial affairs, but poor judgment has been shown in land investments. The company's Florida holdings rapidly lost value when the land crash occurred in that state, the decline being sufficiently serious to cause a financial shakeup. It seems to be the present intention of the company's officers to carry through the refinancing plan.

It cannot be definitely stated how much time would be required for inaugurating the plan. The larger half of the present board of directors would have to be satisfied and whatever conflict there may be between the board and the officers would have to be allayed before the plan could become effective. It is not even certain that the plan will not in the end be abandoned for some other one.

#### Actuaries to Meet June 6-7

June 6-7 is the date and Chicago is the place of the 1929 spring meeting of the American Institute of Actuaries, the organization has announced. The last meeting was held in Chicago. Again the Edgewater Beach hotel will be convention headquarters.

# MINNESOTA

**WE** are now ready to offer to acceptable men Direct Home Office General Agency Contracts in the State of Minnesota. If you feel you are capable and qualified to develop a real agency, then here is your opportunity. Our contracts provide for liberal first year commissions and non-forfeitable renewals.

Our policies are fair and liberal, the net cost on a low, competitive basis. All Standard Policies are written with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.

Thirty-two years of experience with Monthly Payment plans has taught us that installment buying is here to stay. Every policy issued by this company may be sold on the monthly installment basis. Our \$1.00 a Month Policy gets the business where others fail. It is issued on a very short non-medical application, to children from six months to nearest age 9, and the adult form from nearest age 10 to nearest age 60. Why not investigate? Write direct to the Home Office.

*Serve and Succeed With The*

## Springfield Life Insurance Company

SPRINGFIELD, ILLINOIS

A. L. HEREFORD  
President

C. HUBERT ANDERSON  
Superintendent of Agencies

# DAY-O-GRAM

## Agents and Brokers

have found the Union Central service so good that they have submitted

**Seventeen Hundred and Two Applications**  
for

**Sixteen Million Three Hundred and  
Fifteen Thousand Dollars**

on the lives of Chicagoans during the first eight months of this year.

## Why?

Because:

- We offer the best of service—
- The most liberal underwriting—
- (Only 3% declined business to date)
- Liberal substandard ratings—
- Low premium rates—
- Big dividends—
- Practically no lapses—

Half of the field man's success depends upon his management.

Get with Chicago's big Agency, backed by twenty years of Chicago's most aggressive and successful leadership, housed in the world's finest Agency quarters and be assured of success:

*We shall be glad to have you call or  
communicate with*

**Darby A. Day**  
Manager

23rd Floor Bankers Building

Telephone STate 5203

CHICAGO

**The Union Central Life Insurance Co.**  
Cincinnati, Ohio

## UNDERWRITERS ELECT THEIR NEW OFFICERS

### HEWITT IS MADE PRESIDENT

Associate General Agent of New York  
Equitable in Boston Heads  
Local Association

BOSTON, Dec. 20.—William E. Hewitt, associate general agent of the Fuller agency of the Equitable Life in Boston, was today elected president of the Boston association, the oldest organization of its kind in the United States.

The annual meeting was marked by a departure from some of the usual customs of the monthly meetings. Aside from the election of officers the only formal feature was an address on "The Right to Life" by Prof. David D. Vaughn of Boston University.

Charles W. Gammons, as chairman of the nominating committee, presented the following slate, which was unanimously elected: President, William E. Hewitt; vice-presidents, Alex M. Hammer and Merle G. Summers; secretary-treasurer, George H. Tracy; executive committee, George F. Robjant, chairman; Henry K. Schoch, Ralph E. Parker, A. Neil Somerville, Lester Von Thurn, John R. Burleigh and Henry A. Mooney.

David E. Sprague, the retiring president, presided and gave a brief report of the work of the association during the past year.

William E. Hewitt, the new president, is a native of Utica, N. Y., and graduated from Hamilton College in 1896. Following his college course he taught for seven years. In 1903 he went to Springfield, Mass., and became a solicitor in the F. W. Fuller agency of the Equitable Life. He has ever since been connected with that company. In 1911 he was sent to Boston to open a branch of the Fuller agency as a special agent. He was made associate general agent in 1916.

### Big Real Estate Deal

The largest real estate transaction in the history of St. Louis was announced with the purchase by the Missouri State Life of the Syndicate Trust and Century building, covering the entire city block from Ninth to Tenth street and from Olive street to Locust street, and a 12-story building at 917 Locust street. The deal, which included the sites of the three buildings held in fee and under a 99-year lease, involved \$8,000,000. A \$3,108,000 bond issue against the premises has been assumed by the purchasers while two-thirds of the purchase price was paid in cash and the balance in Kansas City, Missouri and Arkansas real estate.

Hillsman Taylor, president of the Missouri State Life, said that the purchase was made in anticipation of the sale of the Federal Building in the block bounded by Eighth and Ninth, Olive and Locust streets to private parties and the probable building of a large department and office structure on this site. If this is done the property purchased by the life insurance company will be greatly enhanced in value.

### Equitable's Indianapolis Conference

Approximately 125 agents of the Equitable Life of New York were present at the Indiana educational conference in Indianapolis last Friday and Saturday. Vice-president Albert G. Borden spoke at a luncheon in conjunction with the regular monthly meeting of the Indianapolis Association of Life Underwriters, on "Financial Service to Beneficiaries," and again at a dinner given the first night by Homer L. Rogers, Indiana manager.

## CONTINENTAL LIFE MAKES STOCK DIVIDENDS

### DIRECTORS ACT THIS WEEK

Stockholders Will Receive One Share  
For Each Three They  
Now Hold

A stock dividend of 33 1/3 percent on all of its outstanding stock has been declared by the board of directors of the Continental Life of St. Louis, to be distributed to stockholders of record on Dec. 17. The action of the board gives each stockholder one share for each three shares now held and is the result of one of the most prosperous years in the history of the company according to Ed Mays, president of the Continental Life. During the year the Continental Life underwent a convention examination by examiners from several states and was found to be in sound financial condition and capably managed. The company now has admitted assets of \$14,000,000 and about \$96,000,000 of insurance in force. The mortality rate for the past year was very favorable and for November was the lowest in the history of the company. The company also realized very favorable returns on its investments, adding about \$100,000 additional to the income for the year.

## CONTEST WINNERS ARE ANNOUNCED BY RELIANCE

Eighteen men, in 14 departments of the Reliance Life of Pittsburgh, were winners in the policyholders' campaign of 1928 which closed recently. Two prizes, one for volume and one for sales, were offered in each department and four of these qualified winners for both prizes. H. I. Rosenberg, Baltimore, of the seaboard department, was the first representative to qualify with volume in this year's campaign. Mr. Rosenberg also was one of the winners in the 1927 campaign. Harrison I. Dye, Virginia, of the tidewater department, was the sales leader. Other consecutive winners were B. J. Raich, Chicago, sales leader in the Illinois department, and E. L. Jones, Charlotte, N. C., who won on volume in the southeastern department. The volume winners were: H. C. Sanders of Alabama, Clifford Branner of Cincinnati, G. V. Cleary of Illinois, J. C. Kirby of San Antonio, J. H. Schellentrager of Michigan, J. B. Carver of Nashville, H. B. Harpham of Ohio, E. L. Klein of Oklahoma, H. I. Rosenberg of Baltimore, E. L. Jones of Charlotte, C. A. Wilcox of Norfolk, F. J. Trammell of Martinsburg, William Cunningham of Memphis, and J. W. Moore of Richmond. The application winners were B. J. Raich of Chicago, Harrison I. Dye of Norfolk, A. C. Burns of Martinsburg, and W. H. Lacy of Richmond.

### Regional Advertising Meets Planned

C. E. Rickerd, president of the insurance Advertising Conference, announces that plans are being made for holding regional meetings of the organization through the year. It is believed that such meetings will be very helpful, since not all of the members can attend the annual conference. It is expected that the first regional meeting will be held in the south, either in Atlanta or Dallas.

### New High Record Made

The Business Men's Assurance wrote approximately \$5,000,000 of life insurance during the Grant Month campaign in November in celebration of President Grant's birthday. This exceeded business in any previous month in the history of the company by almost \$700,000. New individual records were made in five states.



## Big Sales Manager Makes Comparison of Agents to Fishermen

WILLIAM SAMPLE, vice-president of the Ralston-Purina Company of St. Louis, spoke before the Life Agency Officers' Association. He used an illustration comparing salesmen with fishermen. It went over strong because there is a real significance in the story. He said:

"Salesmen are like fishermen. Last summer I spent two weeks in the most wonderful fishing country I have ever seen. It was back in the Rock Mountains near the continental divide, but there were scores of fishermen there and they were divided into the usual classes. Probably more than half of them did not get out until long after breakfast, took the easy trails, returned for lunch and were satisfied with a short fishing period each morning and afternoon. Don't misunderstand me. Nearly all of these men caught fish, because there were plenty of fish for everybody, but I don't think you or I would class them as real fishermen.

### Real Fishermen on the Job

"The real fishermen were out early and late. No stream was too far, and no trail was too hard, if it promised real fishing for them. I have seen the same thing at other fishing resorts, and these men not only get more fish and bigger fish, but they always get some fish, regardless of conditions. Isn't this a true picture of your own sales organization and every sales organization in the country? Aren't a majority of our salesmen just like the first class of fishermen who take it easy, get a few fish when fishing is good, and rail at their luck when fish are hard to get? Doesn't a large part of the business come from the other class of salesmen to whom no prospect is too far and no trail too hard if it leads to worthwhile business at the other end? Don't these men, in a large measure, carry the low producers in your organization? Wouldn't it be fine if we could put their energy and enthusiasm into our whole sales organization?"

### Produced \$7,000,000 in November

The paid-for production of the Equitable Life of Iowa during November amounted to \$7,321,802. Ohio won state production honors for the second consecutive month with a paid-for total of \$1,217,959. Other state production leaders for November were: Pennsylvania, \$1,153,513; Iowa, \$798,294; Illinois, \$784,775; and New York, \$683,961.

The year's production for the Equitable of Iowa to Dec. 1 shows a gain over the corresponding period last year.

J. A. Mason of the New York City Agency led all personal producers during November with \$135,000 of paid-for business. Mr. Mason is leading the personal producers of the company for the year to date with \$797,000.

### To Study Welfare Work

The Family Service Society of Richmond, Va., has been asked to unite with other member organizations of the American Association for Family Social Work in a fact-finding study of the amount and kind of life insurance justified in families receiving relief. This investigation, which will also go into the question as to whether the assisting social agencies should include the cost of such insurance in the financial aid to be allowed, is to be made under the auspices of the welfare division of the Metropolitan Life and also of an advisory committee to be composed of the executives of five national social work agencies. The question of adequate insurance protection is regarded as one of paramount importance in dependent families, and it is often a serious problem to decide how far the assisting agency should go in providing for the necessary premium payments.

## HOMELY PHILOSOPHY DEALT OUT BY C. M. SCHWAB AT PRESIDENTS' MEETING

CHARLES M. SCHWAB, the steel magnate, addressed the Association of Life Insurance Presidents in New York last week. He gave some homely philosophy in his simple, plain way, that touched the hearts and minds of his hearers. He referred to himself as "the old steel maker." Mr. Schwab has had 50 years of experience as an industrialist. Out of the warp and woof of life, he has constructed a philosophy that is inspiring and comforting. Chandler Bullock, president of the State Mutual Life, in introducing Mr. Schwab asserted that his career had been chock full of accomplishment. He said that Mr. Schwab actually receives from 11 to 12 invitations every day to speak. Mr. Bullock quoted Will Rogers' tabloid biography of Mr. Schwab when he said: "It seems that Charlie Schwab was born, then he was a clerk in a grocery store, but he ate up all the profits in that. Next he was driving sticks for the Carnegie Company at \$1.00 a day. Then, presto, he was elected president of that company." Mr. Bullock stated Mr. Schwab's career is one of the outstanding romances of American business.

### Some Observations Made

Mr. Schwab said in his address: "I am just rounding out my 50th year of industry. If I haven't observed something in these 50 years, then I have been a poor industrialist and a poor man to have been in industry at all. You know, I often wish I was the president or vice-president or something of a great insurance company. It was Horace, the poet, who said: 'Why is it that no man is content with his lot?' The farmer wants to be a sailor and the sailor wants to be a painter and the painter wants to be a merchant, and everybody wants to be that for which he is less qualified. I suppose that is why I would like to be an officer of an insurance company, because I am less qualified.

### Sees an Easy Job

"But it does seem to me, judging from the broad philosophy of Will Rogers, that you fellows have about the softest snap of anybody I know in business. You just sit around in these beautiful offices and your assistants write the policies and you take in the money. At the end of the month you look at your balance sheet, and look with satisfaction over it because you don't have to account to a lot of stockholders for a 5 or 6 percent dividend or anything of that sort. That is the kind of life I would like to have.

### Metropolitan Life Money Tempting

"With me it has been the opposite. It has been a vast struggle to get my hands on money. Oh, when I go down and look at the Metropolitan Life's balance sheet with its two and a half billions of assets, I sigh and say, 'What wouldn't I give to get my hands on that for just a moment?' I would build some of the finest works and some of the finest factories that the world ever saw. I don't say it would be unwisely expended in this great country of ours, but since there is no chance of that we will not discuss it.

### Cause of Prosperity

"Why are we prosperous? Because the whole country is prosperous. It is not because I am prosperous and the rest of you have made vast fortunes in manufacturing enterprise, but it is because every citizen of the United States is prosperous. When I look back 50 years and contrast the different situation of the working and other people of that time with today, I then realize why we have been progressive and why we have been prosperous. We are not prosperous because any one has made a lot of money. We cut a small figure

in the great total of 115,000,000 people in the United States. We are a hundredth or a thousandth of a percent of the great total.

### All Workers Well Paid

"But when every workingman and every shop-keeper and every man that has to do something for his living in this country is receiving a good and prosperous and happy return, then you will find the whole country prosperous. You will not find them prosperous under any other condition, I don't care what happens. It is the great bulk of the people that makes business, that gives you the orders to run your steel mills and that gives you the orders for your stores and your manufacturing and makes the nation self-confident and prosperous.

### Able to Pay Good Wages

"We have 5 percent of the population, yet do we do half of the business of the whole world. Why? Because we are in this splendid period of prosperity. God has endowed our country with natural resources second to none in the world. We have all the minerals, we have everything that is necessary to make us a great and prosperous industrial nation, and, above all, we have that class of people, made in the melting pot of the United States, that can take advantage of these great natural resources of ours by reason of big business and make it successful and make it prosperous. In making it prosperous, you are able to pay your employees and those connected with you such wages as will make them prosperous and happy. And you can believe me that that is what makes prosperity in this country.

### Ford Led the Way

"Mr. Ford, give him his credit, was the pioneer in that thought, when he said: 'Let me pay my men high wages per day, let them be prosperous and happy, and it will start the torch of industrialism throughout the United States that will make the whole United States prosperous on such a basis.'

### Happy Frame of Mind

"It is fine to see a happy frame of mind of the people who are in industry, workers especially. Years ago when I was president of the Carnegie Company and always filled with happy fun and jovial good laughter, Mr. Frick, who was my partner and a great man, didn't like that way of doing things. He thought that the board room filled with laughter at luncheon was desecrated by this crowd of young steel fellows and he wrote Mr. Carnegie and told him so. Mr. Carnegie sent me a portrait of an old monk he had bought in Florence clothed in his robe with a cord at the waist and his face was lighted with happiness and smiles. And he said: 'Put this in the board room and every time you are inclined to be depressed or not in a happy frame of mind, look at this old monk and see him smile and make up your mind to do likewise. Know that you never think right, you never think straight and you never think with optimism and prosperity unless you are in a happy frame of mind.'

### Sentiment a Big Factor

"It is the sentiment in business that makes men go onward to do things. While I might be mighty proud to have some great memorial marking my time here, I would rather see lots of glowing furnaces and smoking stacks to mark my time on this earth than I would anything else that might be erected in my memory.

"Above all you must have within you that personality that inspires confidence, progressiveness, optimism, patriotism and integrity, and the philosophic

things in life that count, not the material things. I don't care about that any more, but what I call the philosophy of life is very important. I never, for example, and I was taught this by my old master, criticize a man. If a man has not within him the qualities that will respond to encouragement he hasn't within him any of the qualities of success. A man will always do his best under encouragement and helping along. His spirit, if he has any, will be destroyed by a constant attrition of criticism. And so how much easier that is to do in life to pat a man on the back and say, 'Well done, John, let us go ahead and see if we can't do better every month.' And I see that in all the success of industry.

### Seek Happiness in Work

"And what a happiness that brings to everybody about you to feel you can go through life that way. Now, therefore, that is one of my principles or philosophies in life: Have a good time in life while you are doing it. Find joy in what you are doing. If you don't find happiness in what you have to do, get out of it and try something that you will find happiness in. I tell you that you can neither think well, do well, or, as Mr. Carnegie said, manage well in any branch of industry unless you are in that contented and happy frame of mind.

### Should Make Friends

"Make friends as you go along. I am sentimental to a degree, an old-age sentimentality, in which I prize the friendship of friends and the association and the kindly word that is spoken to me by those with whom I have been associated long years in industry more than any one thing that can happen to me. Wealth and everything else count for nothing beside the hearty handshake of the old friends you have cultivated and who have known you through life and like you in life and whom you like and love in life. That is the real reward of integrity and energy and optimism in life.

### Effect of Work Well Done

"There is no thrill that comes to the heart and touches so deeply as the thrill of work well-done and tasks faithfully completed. You will not all realize your ideals, but you will realize a great part of them. The idea that will be dearer to you yet is the realistic ideal of the business castle in Spain toward which you are still striving, to add to the stability, the progress of your business, and this great country of ours."

### Regional Meeting in Kansas City

More than 200 representatives of the Bankers Life of Des Moines from Missouri, Kansas, southern Illinois, Oklahoma, Texas, Colorado and Wyoming will attend the regional meeting in Kansas City on Jan. 3-4. President G. S. Nollen will head the delegation from the home office, which will include W. W. Jaeger, vice-president and agency director; O. B. Jackman, superintendent of agencies; Paul Root, assistant superintendent of agencies; Dr. Ross Huston, medical director; E. McConney, actuary. President Nollen will have charge of the meeting and addresses will be made by the home office representatives and the men in the field.

### North American Promotes Shortly

O. B. Shortly has been appointed manager of the new group department of the North American Life of Canada. Mr. Shortly has been in the business 27 years and has made an excellent record both as a personal producer and as a manager. He was made manager of the Toronto agency of the company in 1923 and built the agency to one of the leaders in the company's lineup. He was one of the pioneers of group insurance in Canada. He served a year as president of the Life Underwriters Association of Canada and has been active in educational and legislative committee work for that body since his term expired.

## The Happy Day



"You surely deserve release from work and care. We owe our success to you and other men who always gave us the best they had. Pay days will be provided for you, as long as you live, out of the Cooperative Retirement Fund which you helped to build. You have earned the right to take it easy. Good Luck!"

**A**FTER the man who has won the right to retire in ease and comfort has been congratulated, the wise president and board of directors who thus show their appreciation of faithful service also deserve congratulations. Such appreciation inspires new courage in all hearts. The interest of capital and labor are inseparably linked. Through cooperative efforts their most difficult problems are being solved.

Long-headed business men lay aside money for new and more effective equipment when old machines shall be worn out. In the same way they make plans that permit the honorable retirement of veterans and the filling of their places by younger men. Big business recognizes that it is good business to establish the independence of faithful workers in their later years.

Business has welcomed the development of modern pension plans which have made possible retirement with a fixed income. Some of the earlier plans, dictated more by good intentions than by sound financing, are so hopelessly involved that they will have to be revised or completely abandoned.

The Metropolitan Life Insurance Company has made a com-

prehensive study of more than 350 different pension plans in operation today. To employees and employers interested in a sound solution of pension problems, the Metropolitan will be glad to mail without charge, Booklet 12 NU 8 "Sound Retirement Plans and What They Should Provide."

HALEY FISKE, President.

## METROPOLITAN LIFE INSURANCE COMPANY

NEW YORK

*Biggest in the World, More Assets, More Policyholders, More Insurance in Force, More New Insurance Each Year*

### Charles M. Schwab Paid His Respects to Three Officials

**C**HARLES M. SCHWAB in his talk before the Association of Life Insurance Presidents paid his respects to Haley Fiske, president of the Metropolitan Life, Frederick H. Ecker, its vice-president, and Darwin P. Kingsley, president of the New York Life, who sat before him.

Mr. Fiske took a seat about five rows back from the front, but Mr. Schwab insisted that he take a front seat, which he did. Mr. Schwab is a director of the Metropolitan Life. In connection with these men Mr. Schwab said:

"I have friends here that I esteem so highly and above all other friends. This fine-looking man in the front row here, Haley Fiske, for whom I have the honor of being a director, and Fred Ecker, the handsome, intelligent-looking man! You know, Mr. Fiske poses more as a ladies' man. When we were up at the mountains this summer I telephoned my old mother, who is 88 years of age, and I said, 'I have a lot of very distinguished gentlemen here and I wish you would motor down and let me present them to you.'

#### Fiske Gave Mrs. Schwab a Thrill

I wanted them to see what kind of a mother I had. She is 88 years old and a real mother, you can believe me. So I brought these gentlemen out one after another and presented them to mother and she didn't seem to take much interest in any of them until Mr. Fiske came up. Although 88 years of age she still had all the instincts of a younger woman and this great Hercules of a human appearing before mother gave her all the thrills of youth.

"So when they went back I said to her, 'Mother, what did you think of my friends?'

"Well,' she said, 'I like them all very much. They were so fine and said such fine nice things, and especially Mr. Fiske. He said such lovely things.'

#### Mr. Fiske's Gums Spiked

"I said, 'Mother, I like him least of all.'

"And she said, 'Well, why?'

"Well,' I said, 'he said nice things to you and then when he got back in the car he said, 'Ain't it surprising that a woman like Mr. Schwab's mother would wear such an ugly hat as she is wearing now?'

"That fixed Haley Fiske in my mother's family. She is a real woman."

#### Associated With the Metropolitan

"I have been associated with Mr. Ecker and Mr. Fiske for a good many years. It is needless for me to say we directors don't have much to do, but what we do have to do is done with such a pleasurable happiness in their company. I wish I had men trained in steel as they are trained to manage our great industrial concerns. I would have no thought of the profits of the future or the conduct of the business.

"I will tell you, those memories that are made and friendships that are made in the course of business are the lasting ones in life and none shall be more lasting, Mr. Fiske, than you, and, good Fred, with whom on many boards I sit, than you. God bless you both and give you much happiness.

#### Tribute Paid Kingsley

"And now I come to a friend of whom I must speak because there is no one in my long life to whom my heart thrills with greater appreciation than to my friend, Darwin Kingsley. He was my friend when I needed a friend above all other things, and Darwin Kingsley did for me what any American might do if he had thought about doing it. He not only thought, but he did it from the heart. He did it in a manner to leave an impression upon my mind that will never be forgotten. It was a time when,

after having given all I had within me, financially and physically, to this great government and country of ours, I had been attacked unjustly.

#### Given Pledge of Confidence

Darwin Kingsley as the president of the New York Chamber of Commerce called the members together and presented me with a tablet of reassurance that was so heartfelt and so well done, so beautifully expressed, that as long as this old heart of mine will throb to any sentiment in the world it will throb in appreciation of the friendship and kindness of my good old friend, Darwin Kingsley. Nothing that he can ever ask me to do that it is humanly possible for me to do that I won't welcome the opportunity to do for my friend, Mr. Kingsley."

### MAY BROADCAST IN FUTURE

#### President Kingsley of the New York Life Will Await Response to His Message

At the banquet given by President Darwin P. Kingsley of the New York Life dedicating its new building, he announced that if the returns seem to justify it, he or some other officer will broadcast another message to agents and policyholders as he did on the night of the banquet. The New York Life arranged for an extensive hook-up with a number of radio stations at important centers east of the Rocky Mountains. In his talk President Kingsley said that the expense amounted to considerable, but felt that the policyholders and agents were entitled to receive officially some information concerning the company at the time its new building was formally opened. He requested those listening to write in their impressions. By this means he hopes to form an idea of whether the broadcasting is justified or not.

#### Plan Regional Conventions

Approximately 1,000 representatives in 37 departments of the Reliance Life of Pittsburgh are working to qualify for the four regional conventions the company will hold in four sections of the United States next July and August. The departments now are in competition to select the sites for these conventions in each zone on a business production basis. The first zone includes the states of Washington, Oregon, Nevada, California and southern Texas. The second zone comprises Idaho, Utah, Arizona, Wyoming, Colorado, New Mexico, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma and northern Texas. The third zone takes in Missouri, Arkansas, Tennessee, Mississippi, Alabama, Virginia, North Carolina, South Carolina, Georgia and Florida. The fourth zone is made up of Illinois, Michigan, Indiana, Kentucky, Ohio, Pennsylvania, West Virginia and Maryland. Each convention will be of three days' duration and will be attended by home office executives. Special features are being planned for the education and entertainment of the agents and their guests. Individual qualifications and qualifications for guests are made by production based on paid-for business during the first nine months of 1928. All expenses of the agents attending the conventions will be borne by the company.

#### Licensed in California

The Indianapolis Life has been licensed in California. Heretofore the company has stayed quite close to home. It had an opportunity, however, to make a valuable connection in California. It will follow in California the course pursued in other states, viz.: appointing direct general agents to cultivate intensively a small territory. The Indianapolis Life has gained about \$11,000,000 this year.



## HISTORY OF RECENT DEVELOPMENT OF DISABILITY CLAUSE IS ANALYZED

By EDWARD B. MORRIS  
Actuary of Travelers

(This is the fourth and final installment of a paper titled "The Permanent and Total Disability Provision in Life Insurance Policies," which Mr. Morris read before the annual meeting of the Casualty Actuarial Society in New York City. The reader is referred to the third installment for the contents of the various sections enumerated in the present installment.)

**O**BVIOUSLY, the foregoing are fundamentals. Incidentally, they are the factors which control the premiums. The author has simply taken the present practices of the companies in the main and adopted for a standard clause a fair compromise of present coverages. There is only one more liberal treatment recommended than is general today, namely, that contained in Section 4, inserted to make the disability provision govern automatically as to premium waiver and thus render the policy non-lapsable in case of disability.

From the studies made there should be no difficulty in agreement as to Sections 1, 2, 6, and 7, as these are general practices. As already stated, the recommendation in Section 4 is fundamental and should receive serious consideration by all companies.

Suggestion 3 is a compromise, but from the study of 50 companies not an impossible one, as 35 of the 50 companies already use the 90-day provision. It must be recognized that the 90-day clause is a much more expensive one than the six-months clause because of the large number of temporary claims that result. Premiums for the disability clause would, of course, be considerably reduced by the general adoption of the six months clause and the companies would be relieved of considerable expensive claim work, but as the 90-days feature has become so generally adopted it seems proper to recommend it as a satisfactory standard.

### Compromise Is Proposed

There will undoubtedly be argument as to the date income benefits would start. Here again a compromise is proposed, but a reasonable one. It will be noted from the study that certain companies already pay from the commencement of disability. This, of course, is a very liberal treatment but expensive and not only means a corresponding increase in premiums but in practice results in the piling up of a number of accumulated monthly benefits to be paid with the approval of the claim, this for the reason that disability proofs are not presented with the commencement of disability but only months afterwards. Payment from commencement of disability also encourages malingering in certain cases of acute diseases, encouraging the insured to remain away from work until after the expiration of the 90-day period, thus receiving benefits from commencement of disability. Even with the proposed clause the companies will in many cases pay more than one month's benefit with the first payment.

The practice under Section 5 has already been adopted by certain companies. It seems only fair to penalize the insured as to income who fails to make claim within a reasonable time, otherwise the companies will be compelled to carry increased reserves. The limitation will further protect the companies against false claims as to the commencement of disability which might, because of the time elapsed, be difficult to disprove. Whether this period should be one year instead of six months is perhaps debatable, but six months already seems to be an accepted period for those companies which do not pay from commencement.

Other features mentioned in the study of the 50 companies are not material

from a rate point of view and might well be left to the individual judgment of the various companies, with the possible exception of the question of requirement of proof during disability. It seems to the author that it is only fair to allow a claim after recovery provided it is certain that the claim would have been approved had proof been presented during disability.

The question of providing disability income on endowment policies to or beyond the maturity date of the contract is in the main a matter of rate and can be left to the individual company.

Whether certain acts would void the disability provision, such as engaging in military or naval service in time of war, is probably unimportant as to this discussion and can safely be left to the preference of the individual company. The same may be said in regard to ineligible disabilities, although it seems reasonable to exclude self-inflicted injuries when the company's clause contains a provision for benefits in event of loss of sight or of the use of hands or feet, etc.

The author may indeed be presumptuous in believing that it is possible for the companies generally to adopt a uniform disability provision. There is so much to be gained, however, by the companies, by the public, by the insurance departments, and by the business in general, that he at least hopes that this review will receive serious consideration and discussion.

### Premium Waiver Recommended

About 1903 the author suggested to his company, the Travelers, the propriety of including in its life contracts a provision to waive premiums in event of permanent total disability or else of issuing in the company's accident and health department an independent non-cancelable contract that would provide an annuity of a fixed yearly amount payable to the insured during permanent total disability either for life or until a certain fixed date, the idea being that the annuity could be written for the same amount as the premium under any life contract issued by any company, so that if the insured were totally and permanently disabled he could properly assign the annuity to the insurance company which issued the life contract—this arrangement having the effect of waiving the premiums on the life contract as far as the insured was concerned. The Travelers finally adopted the first idea, although it is rather interesting to speculate as to the development of the disability provision in this country had the second plan been put into operation.

The recommendation above referred to resulted in the premium waiver benefit first announced by the Travelers in 1904. It is interesting to note the wording of the Travelers clause as compared with that of the Fidelity Mutual, remembering the fact that the actuarial methods were entirely independent and of different form. The Travelers contract did not specifically provide for extra premiums, partly for the reason that the contract in question was issued in connection with a special class of policies.

### Announce Convention Plans

Walter T. Shepard, vice-president in charge of agencies of the Lincoln National Life, has announced the plans for the 1929 sectional meetings for the agents of the company. These conventions will begin in March and will be held throughout the year at various points through the United States, including Cleveland, Atlantic City, Seattle, Los Angeles, Amarillo and Kansas City.

Merry  
Christmas



THE  
MIDLAND  
MUTUAL  
LIFE INSURANCE  
COMPANY

COLUMBUS, OHIO

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## MAKING MONEY?

Greatest Opportunity is with that Company in an expanding mood, with experienced leadership, progressive policy and competent Home Office assistance. Liberal direct Home Office contracts which give you all you earn. Here is a Company with over \$100,000,000 insurance in force and approximately \$15,000,000 admitted assets, presenting splendid opportunities to industrious men of good character in the nine Western States entered.

*For full information write*

**J. ROY KRUSE, President**

**CALIFORNIA STATE LIFE**  
**Insurance Company**

**SACRAMENTO**

**CALIFORNIA**

## Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

**The Mutual Benefit Life Insurance Co.**  
**Newark, N. J.**

*Organized 1845*

### AGENTS FROM SIXTEEN BRANCHES IN ATTENDANCE

#### HOME OFFICE SCHOOL HELD

Field Men Organize at Conclusion of Two Weeks' Course by Missouri State Life

Pierce H. Young, agency instructor for the Missouri State Life, reports the completion of an agency special school conducted Dec. 3-13 at the home office in St. Louis. Representatives from 16 branches were in attendance. Mr. Young was assisted by James L. Rainey, supervisor of agencies; W. W. Cole, manager of the accident department; G. C. Turner, assistant secretary of the group underwriting division, and R. R. Dodson, supervisor of sales in the group department.

Intensive instruction was given in life, accident and health and group insurance. Periods of instruction were interspersed with talks by Hillsman Taylor, president of the company; John J. Moriarty, vice-president; Miles Heitzberg, assistant to the president, and Edmund Burke, manager of the St. Louis branch.

At the conclusion of the school, the men in attendance decided to form a permanent organization, to be known as the "Amas Club," for the purpose of exchanging ideas pertaining to the insurance business. Gordon S. Becker, assistant manager of the Des Moines branch, was unanimously elected president of the club and H. R. Sharp, assistant manager of the Tulsa branch, was elected secretary.

#### Actuaries Plan Joint Meeting

It is expected that the Actuarial Society of America and the American Institute of Actuaries will hold a joint meeting next fall. The meeting will either be held in Toronto, Can., Hot Springs, Va., or at White Sulphur Springs, W. Va. The American Institute of Actuaries will hold its annual meeting in Chicago in June. The two organizations have met jointly a few times in the past and the conferences have been very profitable.

#### Paid Loss Quickly

In listing the life insurance carried by Thomas A. DeVilbiss, who died last month, the Toledo Travelers Life of Toledo, O., was credited with \$25,000. The Toledo Travelers actually carried \$100,000 on the life of Mr. DeVilbiss, who was a director in the company. Not only was this large amount carried by the Toledo Travelers, but the entire amount was paid the morning following the policyholder's death.

#### December "Montgomery Month"

December has been designated as "Montgomery Month," in honor of President William Montgomery of the Acacia Mutual Life. All business written during the month by the company's field force will be considered as a tribute to Mr. Montgomery, whose birthday is December 26.

A special three months' campaign, ending Dec. 31, is being conducted by the Acacia, having as its purpose the attainment of \$300,000,000 of insurance in force by that date. Montgomery month is a unit month in the company's \$300,000,000 jubilee and it is expected that Acacia agents throughout the country will make it the record month of the year, in point of new placed business.

#### Batchler Back from West

Jack L. Batchler, assistant auditor of the Kansas City Life, has just returned from an extended visit to the western agencies of the company. Mr. Batchler is continuing the installment of his new system of agency accounting.

### COMMERCE DEPARTMENT SHOWS AVIATION HAZARDS

#### ESTABLISHED ROUTES SAFEST

Planes Flying Regular Air Lanes Found to Develop Fewest Accidents

Indicative of the variations of hazard when a plane flies an established air route and when it does not are the accident figures for the first six months of 1928 just issued by the bureau of aeronautics of the United States Department of Commerce. These show that of 153 persons killed in plane accidents in the six-month period, only six, four pilots and two passengers, were killed while flying established routes.

During the period covered by the report there were 390 accidents. Of these, only 17 resulted from stalls, slips or spins combined with engine failure. Accidents from the same causes unaccompanied by engine failure totaled 98. There were 55 accidents caused by bad landings, and 44 takeoff accidents.

The total of persons involved was 828. Of these, 153 died; 133 were severely injured; 143 suffered minor injuries; 399 suffered no injuries.

#### Unlicensed Planes Menaces

It is reported that the greatest numbers of unlicensed planes and pilots are found operating in and near the large cities. Many of the planes in use in these areas are literally junk and should not be allowed in the air. Some of them date from the World War, since when plane-building and flying methods have taken great strides.

Charles Lindbergh, who is an authority on everything connected with aviation, says the greatest need of the country is a commercial flying school, as distinct from the military school.

### NEWARK LUNCHEON OUTLINES PLANS OF "AD" CONFERENCE

Plans for still further increasing the usefulness of the Insurance Advertising Conference during the new year were outlined at a luncheon tendered C. E. Rickerd, president of the organization, at Newark, N. J., by his associates. The conference is steadily gaining in favor as its mission becomes better known, numerous applications for membership have been received recently with every prospect that still others will come in later on. Among those present at the luncheon-meeting, in addition to Mr. Rickerd, were Arthur Fisk, advertising manager Prudential; Ralph W. Smiley, advertising manager Globe Indemnity; R. Moore, Jr., office manager Commercial Casualty; Chauncey S. S. Miller, director of publicity, North British & Mercantile; Van Sant Wheeler, advertising manager Metropolitan Casualty; Leo H. Walsh, superintendent accident and health department United States Casualty, and Harold E. Taylor, advertising manager American of Newark and Columbia of Dayton.

#### Cost of Valuation Books

Superintendent Beha of New York, who is chairman of the committee on valuation of securities, announced at the National Convention of Insurance Commissioners that the securities valuation book next year will be gotten out by Poor's Publishing Company. The cost of issuing the work is \$14,000. Any company or person desiring advance sheets can get them by paying \$50. After the book is published the charge will be \$10 per volume.

Mr. Beha asked various departments, therefore, to swell their contributions in order to meet the expense. At the time of the meeting some \$8,000 had been guaranteed to the New York department.



## ELLIOTT JOINS PRUDENTIAL AS HEAD OF DEPARTMENT

(CONTINUED FROM PAGE 9)

as special representative of the home office traveling over the country, assisting in the closing of large cases. Traveling, however, did not appeal to Mr. Look and he gave up the home office position to return to the field in 1922, when he was appointed manager of the group department of the New York office of the Aetna at 100 William street.

He remained at 100 William street for five years, was two years with Mowry & Reinmund and three with Hart & Eubank, and developed the group insurance department of that organization to its greatest extent. In 1927, Mr. Look resigned from insurance to enter the paper business, but he is now returning to the fold.

## NOTES ON THE FLY FROM LIFE PRESIDENTS' MEETING

(CONTINUED FROM PAGE 9)

of the association, chairman; D. F. Appel, New England Mutual; L. F. Butler, Travelers; G. I. Cochran, Pacific Mutual; E. D. Duffield, Prudential; Haley Fiske, Metropolitan; J. R. Hardin, Mutual Benefit; D. F. Houston, Mutual Life; F. A. Howland, National Life of Vermont; D. P. Kingsley, New York Life; T. I. Parkinson, Equitable of New York.

Jesse R. Clark, new president of the Union Central Life, sent in a telegram of regrets of his inability to be present due to the recent death of his predecessor, John D. Sage.

Insurance Commissioner R. B. Cousins of Texas talked intimately with his old "prexy" of the University of Texas, David F. Houston, now president of the Mutual Life. Mr. Cousins is one of the distinguished graduates of that institution.

Alexander E. Patterson, new general agent of the Penn Mutual Life, who recently gave up a similar position in Chicago, attended Friday morning's ses-

sion to hear Hugh D. Hart, Penn Mutual vice-president, speak.

In the program this year, in addition to giving the title of the paper, the person to read it and his business or professional connection, there was given a cut of the speaker.

It was noticeable that at least five speakers quoted from the acceptance address or some other expression of President-elect Herbert Hoover, showing that he has given utterance to the sentiments of American business.

President W. L. Crocker of the John Hancock Mutual, a director of the U. S. Chamber of Commerce, acted as the bodyguard for Alfred J. Brosseau, president of Mack Trucks, and vice-president of the U. S. Chamber, who spoke Friday afternoon. In his opening remarks Mr. Brosseau spoke highly of Mr. Crocker's service to the big business organization.

One of the interested onlookers was Harry Brandon of Columbus, O., former managing editor of the Ohio "State Journal" and one of Ohio's most aggressive newspaper men. Mr. Brandon is now associated with the Columbus Mutual Life of which his father, C. W. Brandon, is president.

### Big Gain for Year

The latest reports as of Dec. 1, 1928, of the Lincoln National Life shows a gain of paid business for the month of November 1928 over the same month 1927 of \$523,600. A gain for the year to date of \$11,703,515 is also reported. On Dec. 1, the Lincoln National reported \$571,341,653 of insurance in force. This amount does not include the insurance in force of the Merchants Life of Des Moines, recently taken over by the Lincoln National.

### Gets Out Convention Book

The "Insurance Advocate," 177 William street, New York, has gotten out its 1928 edition of the Convention Year Book, being the main papers from the leading insurance conventions of the

year. It contains sales talks and addresses delivered at national and local meetings, conventions and sales congresses. It is a very valuable publication.

### Executive Committee Meeting

NEW YORK, Dec. 20.—The National Association of Life Underwriters will hold as usual a mid-year meeting of the executive committee either during the latter part of March or early in April. The committee is now being polled on where the members desire to meet. The cities most prominently mentioned are New York, Chicago, Pittsburgh, Buffalo and Cleveland.

### Burbey Field Superintendent

E. I. Burbey has been appointed field superintendent of the policyholders' service department of the Old Line Life of Milwaukee, according to an announcement by President Rupert F. Fry. Mr. Burbey has been a district manager for the company in Milwaukee.

### Canadian Life Underwriters' Meeting

The annual meeting of the Life Underwriters' Association of Canada will be held in Toronto the week of Feb. 3, probably Friday, Feb. 8.

The association has arranged to hold the 1929 Rockwell congresses on the following dates: Charlottetown, P. E. I., Jan. 7-9; Halifax, Jan. 10-12; Montreal, Jan. 14-16; Ottawa, Jan. 17-19; Toronto, Jan. 21-23; Hamilton, Ont., Jan. 24-26; London, Ont., Jan. 28-30; Fort William, Ont., Feb. 12; Winnipeg, Feb. 14-16; Regina, Feb. 18-20; Saskatoon, Feb. 21-23; Calgary, Feb. 25-27; Vancouver, March 4-6.

### Rules Covering Oriental Risks

The Mutual Life of Canada has adopted regulations for the insuring of Oriental risks resident in Canada. An inspection report is to be secured in

every case. Applicants are not to be written on the non-medical plan. Professional and commercial classes and the better class of farmers (owners and leaseholders) are to be accepted at standard rates on participating endowment plans for 25 years or less maturing not later than age 65; for others there are to be extra premiums varying according to plan and occupation. Women may also be insured on special terms, and double indemnity benefits may be granted. All policies are to contain a clause providing that in the event of the insured changing his residence to a locality requiring tropical or semi-tropical premiums the corresponding changes will be made in the premiums charged.

### Merges Montreal Branches

The National Life of Canada has merged its two branches in Montreal, securing larger offices in the Drummond building, which is centrally located. A dinner was held to mark this event attended by President A. H. Beaton, from Toronto, Senator George P. Graham and E. M. Macdonald, both directors of the company. President Beaton in his remarks laid stress on the policy of the company in investing practically all of its funds in government and municipal and similar bonds. The manager of agencies, R. M. Huestis presented to F. Sparling, general manager, applications for \$177,000 of new business, all written in two days.

### Association Moves Offices

The Life Underwriters Association of Canada has removed its offices to 901-2-3 Commerce & Transportation building, Toronto.

You often read about the gulf that separates capital and labor. Life insurance is a most substantial bridge upon which all who wish may safely cross the gulf.



# MISSISSIPPI

Shortly after the first of the year The Minnesota Mutual plans to enter Mississippi for intensive cultivation of the State. Mississippi is a particularly fertile field for an aggressive, well-managed company.

There will be attractive General Agency opportunities in the Central and Southern portions of the State. The Northern part is to be handled by our Memphis Agency.

Insurance in Force—\$160,000,000. Assets—\$18,000,000. A purely mutual, growing company having most definite aids for selection, education, training and supervision of agents.

The Company is now ready to take up the question of General Agency Representation in Mississippi.

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

# REVIEW OF THE YEAR IN LIFE INSURANCE FIELD

(CONTINUED FROM PAGE 7)  
are noteworthy. John A. Stevenson and Frank H. Davis, both vice-presidents, resigned to take up field work, and Frank L. Jones was elected agency vice-president.

The year 1928 was peculiar, too, in that it witnessed the resignation of four prominent insurance commissioners, all of whom retired to enter "private duty"; to wit: James A. Beha, of New York; George W. Wells, of Minnesota; Wesley E. Monk, of Massachusetts, and W. C.

Safford, of Ohio. All are outstanding characters in the insurance world.

Death invaded the life insurance ranks ruthlessly in 1928, taking away Judge William A. Day, honored and respected head of the Equitable Life; W. W. McClench, former president of the Massachusetts Mutual; Judge William S. Ayres, vice-president and general manager of the Bankers Life of Des Moines; Thomas W. Blackburn, for many years secretary of the American Life Convention; Commissioner Luning of Florida; Col. Charles Dobbs of Louisville, well-known and generally beloved editor of

the "Insurance Field," and John D. Sage, president of the Union Central Life.

## See Equally Good 1929

The foregoing covers the features in the life insurance field for the year 1928. What are the prospects for the new year? The same conditions which accounted for the wonderful production of 1928 will prevail, and experience improvement, in 1929; there will be no presidential election, with its hopes, doubts and fears, to interfere with intensive effort; returns from the great crop of 1928 will make for readier money;

employment gives promise of being steadier; money likely will be easier, and so the prospect is promising. The prediction very confidently may be made that 1929 will be the largest and best year American life insurance has ever experienced.

All this has its most important effect upon American citizenship, its families and homes. Truly, life insurance constitutes one of the "great stabilizing influences of American life—political, social and economic."

## BRILLIANT GALAXY AT DEDICATION FETE

(CONTINUED FROM PAGE 9)

Parker would participate in this delightful part of the program.

### Represented Vast Interests

President Kingsley in his address stated that the presidents of the companies present, who came from New York, New England and Philadelphia, represented 70 percent of all the outstanding insurance in the United States and Canada—\$64,000,000,000. He said that of this amount President Haley Fiske of the Metropolitan represented 10 percent. President Kingsley stated that he had referred to Mr. Fiske in times past as the "Jupiter that governed the life insurance heavens." He said that Mr. Fiske is undoubtedly the mastermind of the life insurance world. President Fiske was no less brilliant in his observations than President Kingsley. He said that Mr. Kingsley regards life insurance as a solvent to bring about brotherhood of mankind. President Fiske said that even a few years ago life insurance was criticized in many ways. Some declared it was a gamble. Life insurance agents were looked upon for the most part as pests. "If life insurance be a gamble," President Fiske said, "then the policyholders have won all the bets." President Fiske said that when John R. Hegeman was president of the Metropolitan Life, he tried to induce John A. McCall, who was then president of the New York Life, to buy a plot of ground facing Madison Square and bring the New York Life up to that section. President Fiske designated the New York Life building as a veritable picture of the life insurance business.

### Cass Gilbert Spoke

At the opening of the speaking part of the program, Willard V. King, one of the directors, proposed a toast to President Kingsley which was responded to by all present with alacrity.

Cass Gilbert, the architect who designed the building, stated that his first life insurance policy, taken out 42 years ago, was written by J. J. Parker, who was then in St. Paul. It was an endowment policy and the proceeds were used later on to buy a Connecticut farm. Mr. Gilbert said that Stanford White, the architect, had discussed with him, at the time it was proposed to have the statue of Diana placed on the tower of Madison Square Garden, as to whether it would be practical to have a statue that high. He felt that its effect would be lost.

Paul Starrett, head of the contracting firm that erected the building, said that Mr. Kingsley had had 40 years experience with the New York Life, and he had had 40 years experience in building work. Dr. John H. Finley, editorial writer of the New York "Times," and a former director of the New York Life, characterized the new building as "the majestic cathedral of insurance."

### Dr. John H. Finley's Talk

Dr. John H. Finley of the New York "Times," in speaking for the representatives of the press at the banquet, grew very eloquent at the close in speaking to Mr. Kingsley. He said in his peroration:

If John, the divine reporter, who on the Isle of Patmos beheld the house of many mansions let down from the sky could see this little city ablaze tonight under one roof, he would think that his



# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building  
Cor. Seventh and Grand Ave.,  
Des Moines, Iowa

## A Holiday Special

Our salesmen are meeting with splendid success in the sale of our Juvenile policies, particularly at this season of the year.

But, sold as a means of creating educational funds, our Juvenile policies have a winning appeal not only through the Holidays but all the year around.

You have coverage of a 100% prospect field when you add the Children's policies to your regular line.

# ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA

A. C. TUCKER, President



vision of the heavenly city had been fulfilled in reality and that the kingdom of God had indeed come in the earth. It is seldom that the press is unanimous about any one thing, but it must be about this majestic cathedral of insurance. We say, as the Queen of Sheba said of Solomon's Temple: "The half has not been told." I offer you our benediction in these improvised lines:

#### TO THE NEW YORK LIFE

Long life to you who longer make  
The lives of millions for the sake  
Of those they love but may not stay  
To travel with them all the way.

Long life to you who now can view  
Your own apocalypse come true:  
A mansion in the skies let down  
Into the heart of this vast town,

To soften life's acerbities  
To sweeten its adversities—  
A proof that love of child and wife  
Is greater than the love of life.

## INTERESTING FACTS GIVEN AT MEETING

(CONTINUED FROM PAGE 7)

detrained by illness and could not be present.

#### "Ding" and How He Happened

Jay N. Darling of Des Moines, "Ding," the famous cartoonist, proved to be a political philosopher. He is the New York "Herald-Tribune" cartoonist, and has his work syndicated with about 100 papers every day. In introducing "Ding," Chairman Bullock said:

"Mr. Darling is the son of a minister, and became 'Ding,' the cartoonist, by accident. When a sophomore at college, as art editor of a school magazine, he drew a cartoon of the faculty, lined up as chorus girls in ballet skirts. As a result, we understand his absence from college for one year was firmly and perhaps none too gently requested.

"Then later, as a cub reporter, covering a court trial, his ready habit of sketching caught a cane fight between

two of the counsel. Lawyers, of course, very rarely do such things as that, but apparently there was a scene of that character. In the absence of a photograph, his impromptu drawing was published with the story, and so began that career which today finds Mr. Darling's cartoons in 100 newspapers every day.

#### How "Ding" Spends His Time

"In his home, they say, and it is true, he divides his time between cartooning, pipe smoking, and reading six metropolitan papers every day, supplemented with over 20 books and magazines, so that he can keep up with the current events which is so vitally necessary to his particular cartoons."

Mr. Darling made a plea for breaking down blocs and sectional thinking and acting. He feels that the radio may have a great influence in broadening the thought of people.

#### Machinery Runs Smoothly

The Life Presidents Association staff has the machinery running in perfect trim. After the morning session a luncheon is served across the hall with ease and dexterity. Thus all are provided nearby with an appetizing meal. The luncheon is over about 2:15 o'clock and the afternoon sessions start at 2:30 o'clock. The meeting place at the Astor and the long hall leading to it on the Forty-fourth street side make an admirable place for people to assemble outside the auditorium up and down the long concourse. Many informal meetings are thus held among life insurance people at this time. The registration desk is along the hallway, as are the checking rooms.

#### Publicity Service

The association staff has an admirable publicity program for these meetings. Material available for the papers is culled out of the addresses and furnished the dailies ahead of time for release. Only such material is given as will meet the approval of the city edi-

tors. A stenotype force takes all proceedings and addresses that had not been sent ahead of time. Relays are arranged by operators so that 30 minutes after a session closes the newspapers are furnished with all proceedings not handed out before. The insurance newspapers have mailed to them for use the next morning a mimeographed set of the proceedings. There is no publicity service equal to that of the Association of Life Insurance Presidents.

## SOME SNAPSHOTS TAKEN AT NEW YORK INSURANCE WEEK

(CONTINUED FROM PAGE 5)

this therefore was the only opportunity that he would have to preside over the deliberations of the body. Before he relinquished the reins of office, he expressed his appreciation of the relationships he has formed, and the courtesies he has received. He was elected an honorary member.

On motion of Superintendent G. H. Thigpen of Alabama, the Insurance Commissioners Convention sent a telegram to Mrs. John C. Luning, wife of the late insurance commissioner of Florida, expressing the good wishes of the members and assuring her that they all kept in mind the engaging qualities of her husband, who was a former president of the organization.

The annual meeting of the Association of Life Insurance Counsel brought to the Astor a large number of insurance attorneys, who swelled the crowd in the hotel lobby.

Commissioner Jess G. Read of Oklahoma returned by way of Scottsville, Ky., his boyhood home.

H. U. Bailey, director of trade and commerce of Illinois, did not reach the Astor until Thursday. He attended the life presidents' meeting.

The Association of Life Insurance Presidents invited the state commissioners and their official staffs to be its

guests at the luncheons Thursday and Friday. F. M. Merigold, Prudential; J. V. Barry, Metropolitan, and Major Tuck of the Equitable of New York distributed the complimentary tickets.

It might pay Insurance Commissioner M. H. Taggart of Pennsylvania to read some life insurance newspaper. He came to New York Friday not knowing the National Convention of Insurance Commissioners had met in that city during the week. He had to be satisfied with participating in the Life Presidents' Association lunch.

T. Loyal Anderson, actuary of the Illinois department, one of the bright young men in the ranks, represented his office.

#### Managers Meeting Date Fixed

The Kansas City Life will hold its annual state managers meeting Jan. 2-4. Forty-three agencies will be represented, by over 60 men. Plans for 1929 will be consummated and the general agents will make their allotments for the year. It will also be decided whether regional meetings will be held during 1929 or whether the company will devote all its effort toward the correspondence courses given by the educational department, of which Walter Cluff is supervisor.

#### Capital Is Increased

At a special meeting of stockholders of the Philadelphia Life, the issuance of 14,008 shares of the authorized but unissued capital stock of the company was ordered. These 14,008 shares are equal to one-fourth of the capital stock now outstanding and are to be offered to stockholders of record Dec. 13, 1928, at \$30 per share; the privilege to subscribe to be exercised on or before Jan. 15, 1929, and payment in full to be made at the time of making the subscription. The new stock is not to participate in any dividend declared in January, 1929, but to participate in all dividends declared thereafter.

# A Few Attractive Agency Opportunities are available in Illinois, Indiana and Missouri

## THE FEDERAL RESERVE LIFE INSURANCE CO.

E. W. MERRITT JR., President

HOME OFFICE: KANSAS CITY, KANSAS

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

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### New York Life's Building

THE dedication of the NEW YORK LIFE's new home office building marked a notable milestone in the progress of this wonderful company. When one reads the figures showing its growth in recent years, it is difficult to comprehend how it has been humanly possible for an institution to travel so far ahead. The new building can well be termed the "cathedral of life insurance," as Dr. JOHN H. FINLEY of the New York "Times" portrayed it at the dedicatory banquet. It is a structure magnificent, enthralling and impressive. President KINGSLEY and the building committee evidently had in mind not only an edifice that was commodious and practical but the element of beauty has ever been kept in mind by the architects and builders. Those in charge of the building desired a structure that would adequately represent the company and life insurance in general.

The NEW YORK LIFE has had three eminent presidents who are largely responsible for the development of this institution, BEERS, McCALL and KINGSLEY. They have formed a mighty trio in NEW YORK LIFE history. It has been a company substantially built. Its home office building reflects the texture, eminence and strength of the institution itself. The NEW YORK LIFE is one of the greatest American enterprises. It has carried the gospel of protection and beneficence throughout the land. President DARWIN P. KINGSLEY and his associates can well be congratulated on this house of life insurance from which will radiate to even a greater degree the light that brings genuine cheer to mankind.

### Tax on Insurance Premiums

THE NATIONAL CONVENTION OF INSURANCE COMMISSIONERS, at its mid-year meeting in New York City, again reaffirmed the position it had taken in the past in protesting against any increased tax on insurance premiums. The cause of this reapproval of its former position was the increase in premium tax from 2½ percent to 3 percent in Ohio.

The position of the NATIONAL CONVENTION OF INSURANCE COMMISSIONERS, in thus officially taking cognizance of the danger of increased taxes, should be helpful at legislative sessions when states are groping around for additional sources of revenue. With increasing costs, and in many cases unnecessary expenditures, states find it necessary to tap new sources of revenue or to make additional demands on old sources.

Insurance men appreciate the fact that during the forthcoming sessions, tax bills

will be introduced increasing the levy on insurance premiums. Commissioner DUMONT of Nebraska is chairman of the committee on taxation. In its report to the organization the committee declared that any increase in the rate of taxation on insurance premiums would be discriminatory, unfair and unjust to the premium payer. The action in the Ohio legislature is certain to be used more or less as a precedent in other states. Inasmuch as it was possible for Ohio to raise an additional toll of ½ percent on insurance premiums, other states will be constrained to follow in the same direction. THE NATIONAL CONVENTION OF INSURANCE COMMISSIONERS is better able than any other body to decide on the merits of the tax question when it comes to insurance. There is no doubt as to the stand that this organization has taken on this important subject.

### Consecutive Producing the Best

AN example of what can be accomplished by determination and systematic work is seen in the record of the late GEORGE W. RYAN, who was general agent of the PROVIDENT MUTUAL LIFE at Pittsburgh. When he died he had over 765 weeks of regular weekly production to his credit. The app-a-week club is maintained to cultivate this habit of regularity in production. MR. RYAN said in connection with the procedure that he followed:

"If a man simply says, 'I am going to try consecutive weekly production for a while and see how it goes,' it won't go. But if he understands the plan in all its means of hard work, worry, sacrifice, plus the joys, the satisfactions, the increased income, and then says, 'From now on I am going to produce consecutively, week by week, for life, but I will think only of the present week now and let future weeks be improved as they come, that will spell success.'"

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Ray C. Wagner, 52, secretary-treasurer of the Bankers Reserve Life of Nebraska, died last week, following an illness of a year. He was a brother-in-law of R. L. Robison, the president of the company. Mr. Wagner was born Oct. 20, 1876, in La Porte, Ind., and went to Omaha at the age of 12 with his parents. For a time he engaged in the lumber business there with his father and in 1900 took a clerical position with the Bankers Reserve Life. In later years he had been in charge of the company's field forces.

William Horley, for several years a member of the field force of the Midwest Life of Lincoln, Neb., died suddenly of heart failure on board a train at Sedalia, Mo., last week. His home was in Topeka, but the body was taken to his old home at Lincoln for interment. He was formerly vice-president of the National Reserve Life of Topeka.

Col. A. C. Johnson of Tulsa, Okla., Illinois Life state manager, recently was involved in a serious automobile accident, resulting in both his eyes being cut by flying glass. At least the sight of one of the eyes will be unimpaired and the other may be saved. Colonel Johnson is one of the important men in his state. He recently promoted a new hotel in Tulsa.

Walter J. Shepard, honorary life president of the Buffalo Life Underwriters Association and one of the best known general agents in the east, died Dec. 15 in the Millard Fillmore hospital, where he had been receiving treatment for pneumonia. Born in Buffalo in 1852, Mr. Shepard devoted his entire life to business activity in that city. In young manhood he was engaged in manufacturing, later being elected city assessor and then city treasurer. At the completion of his term of office he became secretary of the Buffalo chamber of commerce. He resigned to join the staff of the Massachusetts Mutual Life of which he was associate general agent in that territory.

Hal S. Taylor, for many years representative in Lexington, Ky., for the Equitable Life of New York, died last week at Excelsior Springs, Mo., where he had gone for his health. His condition was thought to be improving when he died suddenly.

Myron S. Collins, district manager of the Aetna Life at Colorado Springs, has been elected president of the local Chamber of Commerce. Mr. Collins, who is a former editor of the Colorado Springs "Gazette," has been chairman of the Chamber of Commerce advertising committee, and the results of his work railroaded him into the presidency.

Homer Jamison, state manager of the Equitable Life of New York at Oklahoma City and president of the Oklahoma Association of Life Underwriters, underwent an operation for appendicitis at St. John's hospital in Tulsa, Dec. 14. Mr. Jamison went to Tulsa on business, and while there suffered a severe attack of appendicitis which resulted in the operation. Late reports indicated that he is recovering satisfactorily, and will soon be able to be removed to his home in Oklahoma City.

Harry R. Wilson, vice-president of the American Central Life, who recently married Mrs. Mary Morgan Springer at Point Lobos, Cal., is a fast worker in many ways. He had no idea when he went out to California to join a party on a ranch that he would be married. In fact, that was about the last thing he had in mind. Mrs. Springer, whom he had known for a number of years, was in the party and matrimony was far from her thoughts. The two were

brought together in the party. Mrs. Springer is a Chicago woman. There was considerable fun poked at Mr. Wilson and Mrs. Springer, a number of suggestions were made that they should be married, and in a trice they made up their minds that they would be. The decision to marry and the actual ceremony were all consummated in a day's time.

A. C. Larson of Madison, Wis., state manager for Central Life of Des Moines, has been appointed to the advisory council of the American College of Life Underwriters. Mr. Larson was also honored by his company last week through the award of its distinguished service medal, a similar honor being given to E. L. Gifford



A. C. LARSON

of Dubuque, Ia. Mr. Larson was awarded the medal as a result of his record in developing his state to a point where approximately \$50,000,000 of insurance is in force. Mr. Gifford was given the award because he has built his general agency faster than any other general agent in Iowa. In less than seven years he has a total business in force of approximately \$10,000,000.



E. L. GIFFORD

James B. Decker, general agent for the Union Central Life at Altoona, Pa., died recently following a lingering illness. Mr. Decker had not been in good health for some time, but his death was unexpected. He was 71 years old. Mr. Decker had represented the Union Central for 25 years.

Frank H. Davis, genial head of one of the Penn Mutual Life general agencies in Chicago, returned to his office on the part-time basis this week after having suffered a severe attack of "flu." He was confined to his home for about two weeks. Chicago's weather was wetly dangerous the first half of the week and Mr. Davis wisely chose not to venture out in it. It is likely he will have fully recovered by the first of next week.

Kinji Takagi, assistant secretary of the Meiji Life of Tokio, Japan, has received his diploma from the Phoenix Mutual Life training school. Mr. Takagi has been studying American insurance methods in this country for some time, and Friday completed the three weeks' course at the Phoenix school.

He is a nephew of the late Yasujiro Ishikawa, editor-in-chief of a Tokio newspaper, who on behalf of the Japanese press presented President Wilson with a sword symbolical of Japanese-American amity in 1919. Mr. Takagi was complimented at the conclusion of the course by President Archibald A. Welch.

Samuel C. McEachern, 73, retired executive of the Industrial Life & Health, died suddenly of a heart attack at his home in Marietta, Ga., last week. Death occurred six days after the death of his brother and associate in business, J. H. McEachern, Sr., of Atlanta. Born



near Mackland, Ga., Mr. McEachern became associated with his brother in the establishment of the Industrial Life & Health. After a few years, he assumed direction of the northwestern division of the company, moving to Rome, Ga., where he lived for 14 years. He then returned to Atlanta to become a member of the board of directors and vice-president of the company. In 1924 he sold his interest in the company, and retired from active business, devoting his attention to diversified farming near Marietta.

**F. W. Green** is retiring after a service of more than 50 years in the Confederation Life of Toronto. Starting as a junior clerk at head office in 1875, he rose to be cashier and accountant. In 1888 he entered field work as manager for Nova Scotia. In 1902 Mr. Green took charge in Mexico, and has continued there up to the present time. A. E. Lawson, formerly manager for Manitoba, succeeds him as manager for Mexico, Guatemala and Salvador.

**O. B. Harrauff**, general agent of the Franklin Life at Princeton, Ill., died last week. He had been ill for about a week with pneumonia and although the physicians hoped for his recovery both lungs became infected. He was one of the stalwarts among the Franklin Life field men.

**Victor M. Stamm**, special agent for the Northwestern Mutual Life in the home general agency of Clifford L. McMillen at Milwaukee, and one of the leading personal producers of the company, has been elected president of the Milwaukee County Council, Boy Scouts, for the ensuing year.

#### LIFE AGENCY CHANGES

##### EMIL J. KOHL TO RETIRE

**Edward A. Kohl Will Become Sole General Agent of Office Formerly Headed by Partners**

Emil J. Kohl, senior member of the partnership of Kohl & Kohl, general agents in southern Illinois for the Northwestern Mutual Life, Milwaukee, has announced his retirement from active service on Jan. 1. Mr. Kohl has been general agent for that territory, with headquarters at East St. Louis, since Jan. 1, 1917, and he formed the partnership of Kohl & Kohl on Jan. 1, 1925. He made his first contract with the Northwestern Mutual Life in 1897 as a district agent and served 21 years in that position. Edward A. Kohl, junior partner, will become sole general agent for the company in the territory. He was for years a successful special agent for the company and was often a member of the Marathon club, before entering the general agency.

##### James A. Weir

In a movement to expand and at the same time coordinate the operations of his staff, Enoch J. Brand, a Chicago general agent of the Lincoln National Life, has appointed James A. Weir a special agent. He will work principally in the south side district of Chicago, where he is widely acquainted. Mr. Weir, who is a native of Scotland, came to the United States in 1899 and since that time has been continuously in the employ of Clay, Robinson & Co., the live stock commission house. Although the south side will be his territory, Mr. Weir will work out of the Brand agency offices in the Adams-Franklin building.

##### H. T. Gilbert's Change

Harry T. Gilbert of Frankfort, Ky., actuary for the state department of fire prevention and rates, has resigned to become state agent for the American National of St. Louis. His successor will not be appointed until after the



## THE HALL OF FAME

**THIS** beautifully furnished and paneled room in the Illinois Life Building was planned solely for the comfort and entertainment of visiting agents and their wives.

The frames in the right and left panels at the end of the room contain the Honor Rolls for the year 1922, the home-office-building year. The two pictures in the central panel are of Calvin Coolidge and Charles G. Dawes, each of whom spoke on August 5, 1922, at the Corner Stone Laying ceremonies. It was the first time that these two

distinguished Americans made a public appearance together.

The setting aside of the beautiful Hall of Fame for the use of the visiting members of the Illinois Life's agency family is just another indication of the fact that this Company has not yet grown so big that the folks at the Home Office have lost that close personal relationship and friendship with the men in the field which is so much appreciated by that type of man who likes to feel that he is working with a company rather than for it.

## ILLINOIS LIFE INSURANCE COMPANY CHICAGO

James W. Stevens, Founder

### GREATEST ILLINOIS COMPANY

Illinois Life Building, 1212 Lake Shore Drive

THE ILLINOIS LIFE IS THE DEAN OF THE ILLINOIS LEGAL RESERVE  
LIFE INSURANCE COMPANIES

## How do you play Insurance?

EVERY now and then, we hear some "man on the street" remark that he is "in the life insurance game now."

WHICH probably means that he doesn't know whether he is going to win or lose, but he is willing to pick up a rate book and give it a whirl.

AND it surely is a *game* if all you have is a rate book.

BUT add to it a generous quantity of Aetna sales helps and Whatley coöperation and you have a life insurance *business*—a good business.

ANY one of our men will tell you that the *business* idea has much greater endurance and is a lot more enjoyable than a short-winded frolic.

# S. T. WHATLEY

General Agent for the  
Aetna Life Insurance Company  
Hartford Connecticut



230 S. Clark St.

Chicago, Ill.

first of the year. Mr. Gilbert will make his headquarters in either Louisville or Lexington.

### W. F. Revill

W. F. Revill has been appointed a field supervisor for the Amicable Life of Waco, Tex., with headquarters at Lubbock. Mr. Revill has been connected with the Equitable Life for over a year, having made a good record as a personal producer and also having secured a number of good representatives.

### J. C. Daugherty

The John Hancock Mutual Life has been admitted to Nebraska, and has established a general agency for the state in Omaha, with John C. Daugherty, general agent, in charge. The office is located in the Union State Bank building.

### P. F. Dowling

P. F. Dowling of Portland, Ore., has been appointed supervisor of the New World Life and will have charge of southwestern Washington and Oregon. He formerly held a similar position with the International Life.

### John D. Gilbert

John D. Gilbert has been appointed general agent of the Volunteer State Life at Greenville, S. C. Mr. Gilbert has had some years of experience in the business and takes to the Volunteer a good record of personal production.

### C. R. Barger

C. R. Barger of Columbia, Ky., has been promoted to district manager for the Inter-Southern Life.

### K. C. and B. L. Knudson

K. C. and B. L. Knudson have been appointed Nebraska managers of the Reserve Loan Life. K. C. Knudson has

been connected with the Nebraska insurance department, and B. L. Knudson has had years of experience as a personal producer.

### D. P. Cadwallader

D. P. Cadwallader, formerly with the Springfield, Ill., agency of the Franklin Life, has gone to Minneapolis to manage the life department of the C. J. Hedwall Company, an agency writing all kinds of insurance.

### Life Agency Notes

John Yates, who has been special agent of the Northwestern Mutual Life in Harrisburg, Pa., for the past seven years, has resigned to become special agent of Bankers Life of Des Moines.

Art Andrews, golf professional at the Davenport, Ia., country club for four years, has joined the Anderson & Hall agency of the Provident Mutual as special representative.

## EASTERN STATES

### PROGRAM ABOUT COMPLETED

Northwestern Mutual Announces Plans for Meeting to be Held in New York City Jan. 3-4

The program for the meeting in New York City of agents of Northwestern Mutual Life in the New England, middle Atlantic and south Atlantic states Jan. 3-4 has been practically completed.

Vice-president M. J. Cleary will be the keynote speaker. Following his address, the session will be devoted to "Survey of My Job." W. Everett Rowley, Jersey City, N. J., will be chairman of this session and will be assisted by George H. Crosbie of Boston and E. H. Earley of Brooklyn.

"Perfecting Sales Technique" is the subject for discussion the first afternoon

## Pan-American Life Review

Published Every Month in the Interest of the  
Field Organization of the  
PAN-AMERICAN LIFE INSURANCE COMPANY

CRAWFORD H. ELLIS, President  
E. G. SIMMONS, Vice President and General Manager

December, 1928

### Convention Dates

It gives us a great deal of pleasure to definitely announce that the dates of our Convention to be held in New Orleans are January 30, 31 and February 1, 1929.

We have selected the new Jung Hotel as official headquarters for the Convention, and we are sure that every delegate will be pleased with the accommodations that will be given by this splendid new hotel.

### Twenty-Three Applications in October Through Billfold Plan

Mr. Paul Marusich has finished up the month of October with 23 applications which he secured through the billfold service. He sent in 100 names and secured the almost unbelievable total of sixty replies. He followed these up promptly with the results stated above. The important thing, however, is that during the month while delivering the billfolds, and writing the business, he compiled another list of 100 names to be circularized so that his chain of calls will be unbroken. Mr. Marusich has so many calls to make that it keeps him busy from early morning until late at night. As he puts it, he is seeing the people, and when he sees them, he tells them. And that is really what gets the application. This is certainly a remarkable demonstration of just what the billfold service will do for an agent who will work it intelligently.

### Protecting the Mortgage

In response to a request from the field for a proposal covering a mortgage loan, Mr. C. D. Corey, Vice President and Superintendent of Agents, compiled the fol-

lowing canvass on a Special Ordinary Life Policy. At first glance, this may appear to be quite involved because it takes into consideration the interest on the mortgage, fire insurance, etc., but when you study it out, you will find that it is very practical and should convince a man of the wisdom of carrying this form of insurance to cover the mortgage obligation. We hope you will find this proposal helpful to you in your work.

The man of moderate means who buys a home for his family knows in advance that such an investment will involve a great deal of self-sacrifice on his part, and usually he knows that the payments on this home are going to be about all he can save from his earnings.

If he should buy an automobile on the same basis, as many do, the company would require that an item for insurance against fire, theft and other hazards be included in the carrying charges, and he will pay this additional sum cheerfully, realizing that valuable property must be protected. Why, then, should he not all the more reasonably protect his investment in his home against the hazards of life, knowing that if he, the wage earner, should die, his family, for whom the investment is made, will be saddled with a liability instead of a blessing after he is gone.

Let us study the problem for a moment. John Smith buys a home for \$10,000. He pays \$2,000 cash; borrows \$4,000 on a first mortgage, interest at 6 per cent, and \$4,000 on a second mortgage, interest (not counting discount) at 6 per cent. In addition to the interest charges on both mortgages, he undertakes to pay off the second mortgage at the rate, say, of \$800 a year. This financing plan would call for expenditures as follows during the five-year period:

## PAN-AMERICAN LIFE REVIEW

	1st Yr.	2nd Yr.	3rd Yr.	4th Yr.	5th Yr.
To reduce 2nd mortgage.....	\$ 800	\$ 800	\$ 800	\$ 800	\$ 800
Interest on 2nd mortgage.....	240	192	144	96	48
Interest on 1st mortgage.....	240	240	240	240	240
Fire insurance .....	25	25	25	25	25
Taxes .....	200	200	200	200	200
	\$1,505	\$1,457	\$1,409	\$1,361	\$1,313

The total payments during the first five years would, therefore, amount to \$7,045. If Mr. Smith were to die the first year, his family would be called upon to meet these charges or lose the house, and possibly the money paid down. If, however, Mr. Smith had an insurance policy, for say, \$8,000, to cover the net charges against his home, his family would immediately come into possession of the home, free and clear of all indebtedness.

Assuming that Mr. Smith is 35 years of age when he buys his house, the annual cost of this amount of insurance would be \$115.36 each year for five years. If the cash values beginning at the third year are taken into consideration and deducted from the cost, the net cost of the protection is only about one per cent, or on a parity with fire insurance.

Adding payments for this protection of the investment to all other payments on account of the purchase of the home (including carrying charges), the total payments during the five year period would amount to \$7,621.80. At the end of this period, Mr. Smith may or may not elect to continue the insurance. If he chooses to cancel the policy he would receive a cash surrender value of \$250.80, which deducted from the total expense of \$7,621.80, would make the net payments \$7,371.00 or only \$326.00 more than he would pay without the insurance protection of his investment. Therefore, the average annual net cost of the insurance would amount to only about \$65.00. This average annual payment of \$65.00 is less than 1 percent of the market value of the property.

### Circularized Holders of Mortgages

Mr. C. J. Van Arsdall of Indianapolis, Mississippi, listed the names of 100 men in his vicinity who held mortgages on their homes. This list was circularized from the Home Office on the billfold plan

and he received a response of 29. We have not yet learned from Mr. Van Arsdall the final result of this circularizing, but with such a splendid response we are sure the results will be more than gratifying.

### The Sure-Way Protection Blotter

"I think these blotters are a fine help in the Health and Accident business and would like a few to advertise with."

"This blotter is good and I would like a good supply of them. The Sure-Way Protection is well planned on it."

"I surely am glad you are making arrangements for us to have blotters of this kind."

"That's good advertising matter."

"I am surely interested in this method of advertising and feel that it will be of great benefit to all concerned."

"Splendid idea. Count me in."

"I think this is a great idea. Have used it before and found it worked."

These are only a few of the expressions received from the field about the new Sure-Way Protection blotters. If you are not using this means of awakening interest in this very liberal form of policy contract among your friends, prospects and policyholders, you are overlooking a big bet.

Here's how you get as many blotters as you want. Between now and the close of the year we'll send you a blotter for every dollar of accident and health premiums you write. For instance, suppose you send in an application for an accident policy with a premium of \$50.00. Just as soon as the application is approved we'll mail you fifty blotters to be distributed among your friends. Could anything be easier?

Start out TODAY! You're going to be surprised to see how easy it is to roll up at least several hundred dollars accident and health business during the next few weeks.

THIS IS A MINIATURE COPY OF THE REGULAR PAN-AMERICAN REVIEW.



and it will be under the direction of R. A. Anderson, Philadelphia. Carl S. Dow and J. Hicks Baldwin of Washington, D. C., will give a demonstration on the scientific approach. Others on the program will include Errol Ripley, supervisor in the Goldsbury & Roberts general agency, Pittsburgh, who will be assisted by C. D. Delphuey, Jr., and Horace Foster, Jr., both of the same agency; Ralph B. Harris, agent in the general agency of W. T. Nolley, Richmond; William L. Taylor, Brooklyn, and John W. Brooks, Syracuse.

The second morning of the meeting, either George Lines, counsel, or Sam T. Swansen, assistant counsel, will speak on the new collateral agreements brought out by the company for use in corporation and business insurance. Harry Ricker, assistant secretary, will discuss option settlements. The chairman for this session is O. F. Heyman, general agent at Springfield, Mass.

A luncheon conference will close the meeting. Gustav C. Wuerth, New York City agent and president of the New York City Life Underwriters' Association, is chairman and Roger B. Hull, managing director and counsel for the National Association of Life Underwriters, will be the principal speaker. Charles H. Parsons, superintendent of agencies, will close the meeting.

#### DID RECORD DAY'S BUSINESS

**Edward A. Woods Company at Pittsburgh Wrote \$6,878,833 in Single Day for Equitable**

PITTSBURGH, PA., Dec. 20.—Final figures compiled by the Edward A. Woods Company, general agent at Pittsburgh for the Equitable Life of New York, prove Loyalty Day, Dec. 4, to have been the greatest Loyalty Day in the history of the company. Loyalty day is a tradition with the Equitable Life.

Final returns show that this year 442 representatives of the Edward A. Woods Company wrote 1,243 applications for \$6,878,833 of life insurance. This includes seven group insurance cases totaling \$1,752,500.

Some of the outstanding records were as follows: J. R. King of Pittsburgh, 31 applications; P. E. Hilbert of Red Lion, Pa., 20 applications; E. H. Hill of Harrisburg, Pa., 18 applications; V. B. Laffer of Altoona, Pa., 15 applications; Denver Wharton, of Cresson, Pa., 14 applications; J. A. Yates of Canonsburg, Pa., 13 applications; Mrs. J. B. Murphy of Pittsburgh, 11 applications. Once a year on 24 hours notice the field forces of the Equitable voluntarily make a one-day drive to demonstrate their belief and loyalty in the Equitable and this was the exhibition given by the Pittsburgh organization.

#### UNITE FOR TRUST SERVICE

**N. E. Ellsworth Forms Organization as Special Department of Wells Aetna Life Agency, Baltimore**

BALTIMORE, Dec. 20.—Friend L. Wells, Maryland general agent of the Aetna Life, and Norman E. Ellsworth, well-known in Baltimore and former president of the District of Columbia Life Underwriters' Association, have formed an association for the development of the trust idea in life insurance.

Under this arrangement Mr. Ellsworth will develop, in insurance trust work, a small organization of financially trained men which will be operated as a specialized department of the Aetna agency. He will, so far as possible and upon their request, cooperate with life underwriters of all companies and agencies in the development of their trust and tax cases.

Mr. Ellsworth is by his experience especially well prepared to advance the development of that type of work. Originally educated for the medical profes-

sion, he has completed his 13th year in life insurance, and has occupied every position in the agency field. He has made intensive study of the application of life insurance to federal estate and state inheritance tax problems, analysis of business and its problems, and after a two-year university course in business organization and general finance, he confined his sales efforts entirely to the complex or "problem" cases. Seven years ago he started, in this field, the application of insurance trusts to the general problem of individuals and businesses.

Formal announcement of the new department of the Wells agency was made to the bankers, life insurance managers, and general insurance agents of this city at a series of luncheons given by Mr. Wells.

#### May Fight Group Cover

Executives of the New York state federation of labor plan to make a fight on "group insurance" policies as are now being sold in that state, and will make this a major issue of their 1929 legislative activities in the state capital, they have indicated. The labor leaders declare group insurance now being sold to New York state employers is only "paper protection" and that in reality it opens the way for the shelving of

workers on slight pretexts. Many men are thus barred from gainful occupations although they are fit and anxious to work, it is claimed. The labor unions will sponsor a bill prohibiting the future sale of such policies in the state, they have announced, and will use their combined resources to bring about its passage before the 1929 assembly adjourns.

#### Murphy Sales Congress Chairman

Edwin A. Murphy, general agent of the John Hancock Mutual Life at Rochester, has been appointed general chairman of the committee in charge of the sales congress of the New York State Association of Life Underwriters to be held in Rochester, May 17.

#### Fisher Endorsed for Position

The Rochester Life Underwriters Association has endorsed Lester Fisher of that city for the position of state superintendent of insurance of New York. Similar action has been taken by the Underwriters Board and the Casualty Club. He is a former deputy compensation commissioner.

#### Combine Hartford Agencies

For several years the Columbian National Life has been conducting two

general agencies in Hartford, one under Peter Foley, who has been with the company for 20 years, and the other under Joseph Sheppard.

Hereafter these agencies will have offices together. Mr. Sheppard will carry on as general agent and Mr. Foley will be relieved of agency building duties, leaving him free to devote his time to his clientele.

#### Will Seek to Amend Laws

The New York state department it is said will father a bill to clarify the state insurance law with respect to securities which life companies may purchase for investment purposes.

It is also stated that the amendment introduced last year, which was killed, will be introduced this year providing that companies writing group insurance will not be limited by the specific groups now mentioned in the law, but they may write such insurance on any number of persons regardless of occupation.

#### Write Group of Teachers

The largest group insurance contract ever written in Syracuse, N. Y., has been signed by representatives of the Syracuse Teachers Association and the Equitable Life of New York. It covers

## Our Agents Have

**A Wider Field—  
An Increased Opportunity  
Because We Have**

**General Age Limits 0 to 60.  
Non-Medical Age Limits 0 to 45.**

**Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.**

**Participating and Non-Participating Policies, Medical and Non-Medical.**

**Same Rates for Males and Females, Medical and Non-Medical.**

**Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.**

**Standard and Substandard Risk Contracts.**

**Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.**

**We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.**

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

**B. R. NUESKE, President**

**The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.**



Wilmer L. Moore, President

## THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

ALABAMA

FLORIDA

GEORGIA

KENTUCKY

LOUISIANA

SOUTH  
CAROLINA

TENNESSEE

TEXAS

In each of these states  
excellent territories are  
available.

We help our General  
Agents in getting sales-  
men.

We help our under-  
writers in getting busi-  
ness.

Non-Medical Privilege.  
Participating and Non-  
Participating.

Ages 30 days through  
65 years.

E. S. Albritton

Vice-President and Manager of Agencies

1,050 public school teachers and involves a total of \$1,500,000 of insurance. The sale was made by John A. Collins and

K. E. Sumner, local agents of the Equitable at Syracuse, assisted by Frank Caplase, Syracuse group adviser.

### IN THE MISSISSIPPI VALLEY

#### PAY CITY EMPLOYEE'S POLICY

New York Life \$100,000 Contract  
Creates Interest in Such  
Coverage

MILWAUKEE, Dec. 20.—The city of Kaukauna, in the Fox River valley, received \$100,000 as payment on the life of J. P. Posson, head of the city's municipal electric and water departments, from the New York Life, which covered him for the city. Mr. Posson died several days ago of pneumonia. The Kaukauna idea of insuring one of its most valuable employees has brought up the discussion in Milwaukee about having the city carry insurance on some of its officials. Thomas M. Duncan, secretary to Mayor Hoan and state senator, has suggested that Milwaukee insure its valuable city employees.

#### Names Those He Would Cover

He has outlined those whom he would have the city cover, and they are the law secretary in the city attorney's office who should be insured for \$100,000; Oscar and Hugo Kleinstuber, brothers, who are chief and assistant chief, respectively of the combined fire and police alarm system whose experience could not be replaced for \$200,000; Frank P. Schumacher, secretary of the Milwaukee park board for more than 25 years, at \$150,000; and Henry P. Bohmann, superintendent of the water department. Since the payment to the city of Kaukauna, there has been considerable interest manifested in this

form of life insurance coverage throughout Wisconsin.

#### Question Kansas "Name" Law

The prohibition in the Kansas law against two companies doing the same business having the same or similar name has acted to bar three companies from the state in the last week. Until the new insurance code was adopted there was no provision relative to the names of insurance companies. The result was that several newly organized companies took on the names of old companies. Litigation was required to stop that practice. But when the new code was adopted there was a specific prohibition against the practice. No instance of the application of the new provision appeared until last week when three different companies sought admission to Kansas. In each instance there were already admitted companies of similar names and in similar lines doing business so the department had to refuse the new companies admission even though every other requirement was fulfilled. One company was so disturbed over the refusal that it is considering a lawsuit to determine whether or not the state has the power to enforce such a limitation as to the names and can bar a company simply because of the similarity of names and business.

#### New York Life Gathering

The New York Life staff in the Waterloo, Ia., territory, numbering 40, representing 25 northeastern Iowa counties, attended the annual year-end meeting there last week. Frank Summers, agency director for Iowa and Nebraska,

# 4 General Agents 4

for

Sioux City  
Des Moines

Iowa

Cedar Rapids  
Davenport

by

Established Aggressive Life Insurance Company

More than \$5,000,000.00 business in force in state

4 "Going" Successful Men Are Sought

Give full particulars of past and present connections  
All communications will be treated as confidential

Address H-19 care The National Underwriter



spoke on "Present Day Business Standards Demand a Christian Character." E. G. Carey, advertising manager of the Waterloo Courier, spoke on "Building an Estate in Life Insurance vs. Home Purchase." Guy H. French, Waterloo agency director, who presided, gave a talk on "Ideas, Their Development and Transference."

#### Would Cover Withdrawn Companies

Some plan by which life insurance companies which withdraw from the state may be forced to live up to contracts made by agents after the withdrawal is being studied by Charles F. Hobbs, Kansas insurance commissioner-elect. He has asked the attorney general to prepare an amendment to the insurance code and will submit it to the legislature next month.

A small life company operated in Kansas several years as an accident and health company and also in writing industrial insurance. Then it withdrew from the state. The power of attorney to the insurance commissioner is still effective for all business transacted before the withdrawal. But an agent for the company has written more than 100 policies in the state since the withdrawal. He has been arrested for violating the law by writing business in a non-admitted company, but those who may have claims against the company are entirely without recourse as there is no way to get service on the company. Mr. Hobbs wants the code changed so if any company does write business in this state after it has withdrawn, the power of attorney given to the department will remain effective as applied to this business.

#### Jewell Joins Critchell, Miller

Charles V. Jewell, who for the last eight years has been Chicago manager of the United States Life, has joined the Critchell, Miller, Whitney & Barbour agency organization as an office broker.

#### Want Direct Air Routes

Insurance companies with home offices in St. Louis and the larger insurance agencies are greatly interested in efforts to secure a more direct air mail connection between St. Louis and New York and also with the south, southwest and west. A survey conducted recently by the air board of the St. Louis Chamber of Commerce showed that the handling of insurance business of St. Louis probably would be greatly facilitated by the improvement of the city's air mail facilities. At present only shuttle service via Chicago is maintained to the east, west and southwest.

#### SOUTHERN FIELD

#### CELEBRATES 25TH BIRTHDAY

Southwestern Life Holds Agency Convention at Fort Worth With 400 in Attendance

Some 400 agents from all sections of Texas attended the annual agency convention of the Southwestern Life of Dallas, held at Fort Worth a few days ago. Most of the agents participating in the two days' discussions and entertainments were accompanied by their wives. R. A. Goodman, in charge of the group department, had charge of the arrangements for the convention, which was a celebration of the 25th birthday of the company, the oldest of the Texas life insurers.

Among the speakers were Tom Vardell, president; T. L. Bradford, vice-president; W. L. Freely, Sidney Samuels, Harold Hough, George W. Brooks and J. K. Thompson. A large number of agents discussed the problems they had encountered and solved during the year and as many more offered suggestions for the solution of problems

mentioned on the floor of the convention.

President Vardell said the company will have more than \$240,000,000 in force at the end of the present year. It confines its writings to Texas.

#### People's Life Richmond Meeting

F. F. Leith, vice-president, and M. H. Chiswell, secretary of the People's Life of Washington, D. C., were among the guests of honor at the annual banquet of the Richmond district office of the company last week. Both made talks, telling of the progress made by the company during the past year. Sixty representatives of the company were present, most of them being agents working out of the Richmond office. J. C. Duke, general superintendent for the company with Washington headquarters, and the following district superintendents spoke on various phases of field work: E. M. Dodson, Rockville, Md.; C. C. Nelson, Petersburg; R. J. Thomas, Staunton. Claude E. Thomas, superintendent of the Richmond district, officiated as toastmaster.

#### Reports on Texas

In the report of the first full year of the Texas board of insurance commissioners, R. B. Cousins, chairman, recommends a curb on assessment life

organizations and also a rewriting of the entire Texas insurance code. Mr. Cousins points out that there has been a periodic recurrence of activity in the assessment field in the past and at present there appears to be considerable activity in this direction. He points out that basically they are sound, but in operation they need considerably more regulation than is at present possible. Mr. Cousins also recommended a sounder basis of operation for mutual health and accident concerns. In his report he showed the remarkable strides in the increase in insurance premiums in the state, all classes showing gains in the past year.

#### Agency Enjoys Venison Dinner

The annual venison dinner for employees of the Kansas City Life agency at Oklahoma City was given Saturday night. About 75 guests were present, consisting of members of the local office force and various agents from over the state. L. C. Mersfelder, general agent, presided. Five officials from the home office were present and attended the all-day business session which preceded the banquet.

#### Hewitt at Corpus Christi

H. G. Hewitt, manager of the life department of Cravens, Dargan & Co.,

Houston, spoke on "Life Insurance Trusts" Friday at Corpus Christi, at the fall meeting and banquet of the Gulf Coast Bankers Association. The life insurance men of Corpus Christi were the guests of the bankers.

The life insurance trust movement is getting under way in the Gulf coast section in good shape at this time.

#### Pass \$5,000,000 Mark

Fifteen months after the issuance of its first policy, the National Security Life of Wichita Falls exceeded \$5,000,000 of paid business. This was announced to the agents of the company by Henry Camp Harris, active vice-president. Over \$5,000,000 paid for in November. Vice-president Harris says: "The company conducted no contests, received no brokerage business nor accepted any reinsurance."

#### National Aid Life Convention

With 150 representatives in attendance from Missouri and Oklahoma, The National Aid Life held its annual convention at the home office in Oklahoma City, Dec. 14-15. Sales talks and organization of office forces were discussed in detail by L. H. Houghton, secretary. A short history of the development of the company in the seven

## A SUCCESSFUL RECORD

FROM its inception the Indianapolis Life has been a Purely Mutual Company, operated for the use and benefit of its Policyholders. There are no Stockholders. It can not be bought, traded or sold. During the twenty-three years of its life, the Company has been progressive and prosperous. It has kept the faith with its Policyholders and agents. It has lived up to its promises. It has furnished insurance at a very low net cost. Its dividend record is unexcelled. It has the confidence and respect of its competitors and the general public. It is still guided by the Officers who started the Company twenty-three years ago. It has a loyal and faithful agency organization, and it is permanently established in its own home office building.

In the future as in the past, the Company will keep within the lines of safe underwriting. It will indulge in no doubtful experiments. It will endeavor to keep quality, service and safety above mere size.

1905	\$325,000.00
1906	1,281,909.93
1907	2,158,315.62
1908	2,344,449.12
1909	3,037,135.59
1910	3,760,337.71
1911	4,451,264.48
1912	5,756,690.86
1913	7,011,554.27
1914	8,655,788.49
1915	10,231,921.21
1916	12,021,820.06
1917	13,665,053.54
1918	15,532,346.26
1919	20,456,374.44
1920	27,006,018.90
1921	31,275,345.88
1922	35,236,427.74
1923	40,882,131.98
1924	46,628,369.17
1925	54,432,038.01
1926	64,065,397.61
1927	75,257,687.64
NOVEMBER	
1928	85,500,000.00

Indiana Supervisors  
S. E. Shideler  
W. E. Eickhoff  
E. C. McGriff  
J. R. Mayfield

Texas  
S. Y. Matthews & Son, Dallas  
H. M. Marks, Jr., Fort Worth  
Geo. E. Woods Agency, Houston  
H. B. Veazey, San Antonio  
E. T. Russell, San Antonio

Illinois Managers  
A. H. Kahler, Peoria  
P. A. Brosseau, Bloomington  
H. G. Hall, Chicago  
Thos. O'Malley, Chicago  
J. J. Pawloski, Chicago

Iowa  
H. J. Plack, Davenport  
Minnesota  
G. C. Danielson, Minneapolis, Minn.

Ohio Managers  
C. E. Farmer, Dayton  
G. W. Bodenborn, Cleveland  
Snyder & Campbell, Akron  
Dr. Frank Smith, Lima

Michigan  
W. L. Mainland, Detroit  
Geo. C. Snyder, Pontiac

# Indianapolis Life Insurance Company

INDIANAPOLIS, INDIANA

For Agency Address

FRANK P. MANLY, President

# Rockford Life Has A Message for You

President F. L. BROWN  
ROCKFORD LIFE INSURANCE CO.  
ROCKFORD, ILLINOIS

DEAR SIR:— SEND ME THE MESSAGE →

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

IT CONCERNS  
GENERAL  
AGENCIES



Go Into Business with  
Us on the  
**PARTNERSHIP  
BASIS**

Life Health Accident  
**STANDARD  
SUB-STANDARD  
SUPER-STANDARD**

OHIO - INDIANA - MICHIGAN - KENTUCKY - PENNSYLVANIA  
WEST VIRGINIA - TEXAS - OKLAHOMA - CALIFORNIA - ILLINOIS - IOWA

Tell it all in first letter

**THE OHIO STATE LIFE INSURANCE  
COMPANY—Columbus, Ohio**

## We Write All Standard Forms of Participating and Non-Participating Insurance Contracts and in Addition the Following SPECIALS

1. Ordinary Life Special \$5,000.
2. Personal Life Monthly Income for Rejected Risks.
3. The Best and Most Liberal Sub-Standard Facilities.
4. Children's Educational Policies age 1 day to 10 years.
5. Up-to-date Health and Accident Policies.

We welcome to our Ranks only serious-minded men of  
character and integrity—men who are intent upon suc-  
cess—and to whom we offer exceptionally liberal and pro-  
fitable contracts.

Very desirable territory open in

**OHIO — INDIANA — KENTUCKY — TENNESSEE**

Address S. M. CROSS, President

**COLUMBIA LIFE  
INSURANCE COMPANY**  
Cincinnati, Ohio

## THE UNITED STATES LIFE INSURANCE COMPANY

In the City of New York

Organized 1850

Non-Participating Policies Only

Over 71 Years of Service to Policyholders

Good territory for personal producers, under direct contract

HOME OFFICE: 105-107 Fifth Avenue, New York City

years of its existence was presented by H. B. Houghton, president.

Among the principal speakers were Jeff Williams of Chickasha; T. J. McComb, actuary; R. H. Savage, assistant insurance commissioner; Jess G. Read, insurance commissioner; Charles Gunter, president of the Security National Bank of Oklahoma City, and Emmert Barbee of the Oklahoma City Retail Credit Men's Association.

### Mid-Continent's Christmas Party

The home office force of the Mid-Continent Life of Oklahoma City will be guests of the company at a pre-Christmas party Friday night, Dec. 21, at the home offices. The banquet will be presided over by Edwin Starkey,

vice-president and agency manager, and will be followed by a Christmas program. The annual agency meeting, involving all agents of the company, will be held early in January.

### Talbot Heads Dallas Managers

Col. W. E. Talbot, agency director of the Southland Life, was elected president of the Life Insurance Managers' Club of Dallas at the annual meeting of the organization. Other officers named are W. A. Rinker, vice-president, and Bert Jones, secretary and treasurer. Plans for the coming year were considered. The chief work will be for the betterment of insurance service to the public through agents.

## PACIFIC COAST AND MOUNTAIN FIELD

### UNIVERSITY PLAN ILLEGAL

#### Washington Attorney General's Department Rules Against Contribution To Group Insurance

The University of Washington is not legally empowered to contribute to the payment of premiums on a "salary savings" group insurance plan, covering the lives of its faculty members and administrative officers and employees, according to E. W. Anderson, assistant attorney general.

The plan provides for an ordinary life policy of \$5,000 with disability and double indemnity, the university to deduct the premium from the salaries of instructors and employees and remit to the insurance company. It also obligates the university to increase the annual salary of an instructor or employee who becomes a member of the group by an amount equal to one-half the annual salary deduction necessary for a \$5,000 policy.

The university can only act through the board of regents, according to the opinion, and the powers conferred upon the board by state statute do not include insuring the lives of its instructors and employees.

### Revamp British Columbia Field

Rearrangement of the British Columbia field has been announced by the Ontario Equitable Life & Accident, following the appointment of former Manager Mooney to superintendent of agencies. The British Columbia business will now be conducted through three agencies. J. E. Merryfield, who has been with the company for the past two years, has been appointed district manager of the Vancouver agency. Mr. Merryfield has been Mr. Mooney's assistant in the British Columbia district. A separate district has been made for another portion of the territory, to be in charge of G. F. Elliott of Kelowna, who has also been with the company for two years. A third agency is being opened for Vancouver Island, under the direction of J. A. Hagerman, who has been operating an insurance business at Unity, Sask. He will make his headquarters at Victoria.

### O'Connor Heads Oregon Office

R. C. O'Connor, formerly agency organizer of the northern California department of the Reliance Life of Pittsburgh, has taken up his duties as supervisor of the Oregon department with headquarters in Portland. He succeeds G. C. Gilbert whose serious illness since last August has incapacitated him. Mr. O'Connor was born in Portland in 1899. After attending Columbia University, he went to France with the first division of the A. E. F. and served 18 months in the United States Army in France, England and Scotland. Before contracting with Reliance Life in May of last year, Mr. O'Connor represented a San Francisco life insurance company and pre-

vious to that he had been engaged in business for himself as a highway contractor in California and Oregon. His brother-in-law, A. G. Breitwieser, is a Reliance Life representative in Susanville, Cal.

### Metropolitan Men Meet

The Big Five Club of the Metropolitan Life's Pacific Northwest Association held its monthly dinner last week in Portland, Ore., which was the culmination of a one-day's session and was participated in by some 125 field men and superintendents from the key cities of Oregon and Washington. "Income Insurance" was the subject of an address by Manager D. Session, Tacoma, Wash.; "Conservation of Ordinary Insurance," Manager R. E. Forest, Yakima, Wash., and the closing address was made by the president of the Northwest Managers Association, Chas. C. Thompson of Seattle, Wash.

### Northern Life in Montana

The Northern Life of Seattle has recently entered Montana and is now operating in eight states including Washington, California, Oregon, Colorado, Utah, Idaho and Alaska.

### Sun Life's Denver Meeting

More than a score of insurance men of Colorado and Wyoming attended the first annual agency meeting of the Denver division of the Sun Life of Canada held in Denver.

Guy J. Gay, Denver division manager, presided at the meeting. Speakers were George T. Bryson, agency supervisor from the head office at Montreal; M. G. Bath, division secretary, and W. W. Winne of the Connecticut Mutual Life.

### Colorado Branch Leads

The Colorado branch of the United Benefit Life and the Mutual Benefit & Accident won first place in the nation wide contest, writing \$947,500 in two months. In announcing the result, F. C. Groves, general manager for Colorado, says that this is notable because Colorado has less population than many states in which it does business.

## ACCIDENT AND HEALTH

### SEATTLE MANAGERS ELECT

#### Accident and Health Men Form Association With Dwight Mead as First President

The Seattle Health & Accident Managers Association has been formed at Seattle, Wash., with Dwight Mead of the Pacific Mutual Life as president; H. V. Montgomery, Missouri State Life, vice-president; L. A. Perkins, Travelers, secretary; R. M. Bushee, Aetna Life, treasurer. The initial meeting was addressed by H. B. Gebhardt,



formerly secretary of the Portland Accident & Health Managers Club.

The purposes of the organization as announced are: 1. To promote best interests of all concerned—clients by carefully analyzing coverages; agents and companies by high standards of ethical practices. 2. To continue the high standard of agency representation. 3. To discuss management problems. 4. To develop more complete understanding of actuarial and claim phases of accident and health business. 5. To further,



**DWIGHT MEAD**  
Heads Seattle Organization

through various educational methods, a wider knowledge of accident and health business.

#### WATCH EPIDEMIC'S PROGRESS

**Underwriters Report That Illness in Most Cases Is Mild, But No Optimism Is Expressed**

While influenza cases in Chicago and vicinity have hardly assumed epidemic proportions as yet, claim men of accident and health companies are watching developments closely. So far the industrial companies have been more affected than those writing commercial business. One reason for this is that the weekly premium company is likely to have several policies in the same family and when the "flu" gets a start in a family it usually goes right down the line. One company writing a large volume of industrial business in Chicago found that the number of claims filed several days last week was more than double the daily average for several weeks previous.

It is believed by many underwriters that claims will not develop large totals individually, since the current kind of influenza is mild and does not strike most of its victims hard blows. Illnesses are numerous but seldom are of serious length. The companies will not know for some weeks how their claims are running. Medical men are of the opinion that a few days of cold weather in any affected section of the country will freeze out the epidemic.

#### Spreads Over Country

From Philadelphia it is reported that the epidemic has not as yet made itself felt in the health losses of companies domiciled there. However, health underwriters are not optimistic over this. They believe the epidemic will being to be felt within the next two weeks when the claims begin to arrive.

Those Philadelphia companies that have a big business in California, particularly the General Accident, expect to feel the epidemic effects reflected in the loss ratio more than the other companies.

The epidemic so far has hardly been noticeable in Louisville, none of the

schools, colleges, theaters, or gathering places having been closed, and very few cases being reported.

It is reported that thousands, mostly uninsured, are ill in the eastern industrial centers. Fatalities, however, are infrequent.

Although there are but few influenza cases in St. Louis, the local health department has taken steps to combat the scourge should it make its appearance in the city on a large scale.

Inspectors of the St. Louis Public Service Company are assisting health department men in enforcing the existing city ordinances for the heating and ventilation of street cars. It has been found that the city laws of this nature are being more closely observed this year than ever before.

#### PLAN INTENSIVE DRIVE FOR A. & H. BUSINESS NEXT YEAR

The Aetna Life program for 1929 will include an intensive, all-year campaign for accident insurance without special contests of any kind. This was indicated in addresses by Vice-presidents W. L. Mooney and K. A. Luther at a company accident and health conference held in Hartford, which was attended by about 80 field accident underwriters, superintendents of the accident department, general agents, branch representatives and home office officials and underwriters. It was held primarily for discussion of the various changes in classification that will appear in the new accident manual, effective Jan. 1.

The conference program included a single session on the first day, with E. C. Bowen, secretary of the accident and liability department, in charge, two sessions were held the following day and a banquet at night. Logan Bidle, assistant secretary of the accident and liability department, was the presiding officer at the second session, on the general topic, "Underwriting." Addresses were delivered by Dr. Hector M. Stevenson, associate medical director, and William I. Morrow, superintendent of the accident and liability department. Mr. Bowen again presided at the final session, which was marked by brief addresses by Mr. Mooney and Mr. Luther.

#### Harold Heads Chicago Claim Men

Edgar Harold of the Pacific Mutual Life, widely known as an adjuster who has been serving for some time as vice-president, was elected president of the Chicago Claim Association for the coming year at its meeting last week. Other officers elected were: Vice-president, G. Blair Hiser, United States Mutual; secretary, Charles Dubach, Hartford Accident & Indemnity; treasurer, E. H. Freeman, Federal Life. The nominating committee recommended that the selection of the executive committee should be left to the incoming president.

T. W. Hislop of the Great Northern Life, who has served as president for the past six years, but refused to let his name be presented for another term, was given a special vote of thanks in recognition of his work for the organization.

#### Schippert, Brunk Join Continental

H. P. Aiken, agency superintendent in the accident and health department of the Continental Casualty, announces the appointment of Fred H. Schippert, formerly of the Aetna, as assistant to Harlow G. Brown, eastern agency superintendent, in the commercial accident and health department in New York City. Mr. Schippert's headquarters will be in the New York service branch at 75 Fulton street. He will specialize in accident and health business, appointing new agents and working with old ones in New York state, New Jersey, eastern Pennsylvania, and some of the New England states.

Mr. Aiken also announces the appointment of Eugene Brunk as manager of the accident and health and life department of the Parker-Davis Agency of Detroit, general agent for the Continental Casualty and Continental Assurance. Mr. Brunk formerly was manager of the insurance department of the

Capitol Land Company of Detroit. He will develop accident and health and life business under the direction of Arthur J. Rohde, president of the agency.

#### Discontinues Reduction Coupons

As of Dec. 31 the Federal Life, Chicago, will discontinue insurance of the guaranteed premium reduction coupons in connection with its non-cancellable accident and health policies. The coupons have been used for about a year and a

#### Bateman Joins United Casualty

Frederick Bateman, who for over ten years has represented the Employers Indemnity's accident department in eastern states, has been appointed agency director for United Casualty of Westfield, Mass.

### NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

#### PREFERRED RISK LIFE POLICY

**Sun Life of Baltimore Features Low Rate Form Issued Only to Specially Selected Male Risks**

The Sun Life of Baltimore is now featuring a preferred risk whole life policy with exceptionally low premium rates, to selected male risks from ages 20 to 60. This policy will be issued only in units of \$5,000 and not more than five units totalling \$25,000 will be issued on any one life.

#### Insurance Field Limited

This policy is limited to professional men, farm owners, clerks, merchants, salesmen (except those driving teams or trucks), students, teachers and similar super-standard occupations and will not be issued to anyone engaged in a rated occupation or to printers, waiters, chefs, chauffeurs, entertainers, motor-men, conductors, mechanics, artisans, carpenters, construction workers or to anyone engaged in manual work or to foremen in skilled or unskilled trades.

Overweight and underweight allowances will be ten pounds less than under any other of the company's policies and any severe impairment in the applicant's physical condition or personal or family history will render him ineligible for this policy.

The cash, loan, paid-up and extended

insurance values are the same as those of the regular whole life policy.

#### National Life of Vermont

The directors of the National Life of Vermont have voted to continue the present dividend scale adopted in 1925 and to declare and apportion an extra dividend for 1929 amounting to 20 percent of the regular dividend. The regular dividend will probably amount to over \$4,250,000, so that this extra dividend will require an additional distribution of approximately \$850,000.

This is the third extra dividend declared for payment by the National in the last five years. In 1925 the extra dividend was 20 percent and amounted to \$638,629.79. The 1926 extra was 20 percent and amounted to \$685,942.39. The 1929 extra will be 20 percent and the company will place in liabilities Dec. 31, 1928, approximately \$850,000 to provide for its payment.

#### Manhattan Life

The Manhattan Life will write salary savings insurance. The limit will be from \$1,000 to \$5,000. Double indemnity and disability benefits will be given.

#### State Mutual Life

Increased policy limits have been announced by the State Mutual of Massachusetts, effective Jan. 1, \$225,000 now being accepted on a single life between ages 25 and 50 on life and endowment forms. The company also announces a new increased schedule of disability rates, effective the first of the year.

### WITH INDUSTRIAL MEN

#### NEWS FROM THE PRUDENTIAL

**New Appointments, Promotions and Transfers in Various Districts Announced**

Charles R. O'Brien, superintendent of the Chicago No. 11 district of the Prudential, recently entered Class D of the Prudential Old Guard, when he observed the 20th anniversary of his service with the company. Superintendent O'Brien began his service with the company as an agent in Peoria, Ill., in 1908, serving in that district and New York No. 1 before he was transferred to Chicago in 1922.

William P. Trotter, Kingston, Ont., had just about completed one year of service when an opportunity for advancement occurred through the retirement of Assistant Superintendent William J. Murray at Smith's Falls. Edward E. Harper, newly appointed assistant superintendent, became an agent on May 31, 1926, in the Regina, Can., district.

Agent E. L. Cassidy of Bridgeport, Conn., is promoted to assistant superintendent in the same district. W. A. L. Lawson is promoted to assistant superintendent in the Waterbury, Conn., district. Agent L. A. Mercier is advanced in a like manner in the St. Johnsbury, Vt., district.

Roy L. Miller of Syracuse No. 2 and Fred H. Reese of Elmira, N. Y., have been promoted to assistant superintendents.

Agent Thomas M. Foley of the Pru-

dential has been promoted to be an assistant superintendent at Rutland, Vt.

Superintendent Reed R. Aggas of Springfield, Mass., recently celebrated his 35th anniversary with the Prudential.

Division B. announces the promotion of Jacob Moscow to be superintendent of the Brooklyn No. 9 district. Agents Morris Frieman of Baltimore No. 5, and Wayman A. Clark of Greenville, S. C., in Division N receive similar appointments.

Agent Charles F. Peet of the Syracuse No. 2 district, has been promoted to assistant superintendent in the same district.

#### Honor T. R. Evans

Sixty members of the Prudential staff in the Quincy, Ill., territory at a luncheon last week honored T. R. Evans, superintendent, who ended his 35th year of continuous service with the company. A diamond locket charm was presented by William R. Konow, representing the head office of the Prudential. Mr. Evans started with the Prudential in Chicago in 1893. Five years later he was made superintendent at Zanesville, O., and he was transferred to the St. Louis district in 1907. For nearly eight years he has been in charge of the Quincy district.

John S. Cave, for 42 years a representative of the Mutual Life of New York, died at his home in Kansas City. Death was from heart disease. He had been ill for about nine months, although he was not confined to his home. Mr. Cave had been active in civic affairs in Kansas City.

## LOCAL ASSOCIATIONS

## TWO KINDS OF SUCCESS TOLD

Clarence H. DeLong, Illinois Association President, Addresses Meetings at Freeport and Rockford

FREEPORT, ILL., Dec. 19.—"There are two kinds of success," said Clarence H. DeLong, president of the Illinois State Association, in addressing special meetings of the Freeport and Rockford organizations.

"One is measured by what we acquire, the other by what we give. The present trend of life underwriting is to emphasize service to our clients and in so doing we are accomplishing the maximum for our companies and ourselves."

Mr. DeLong sketched in an interesting way the tremendous growth of the life insurance business that has doubled the size of the average policy and built up an amount of insurance in force that is now larger than the total resources of all the national and savings banks in the country.

"Each year the life insurance companies pay out in death claims, dividends and distributions to living policyholders an amount larger than all the state budgets combined. The life underwriters' movement helps us to rub shoulders with successes instead of failures. A rebater simply destroys a buyer's confidence that life insurance is worth the price; it is public admission of inferior salesmanship."

Mr. DeLong was accompanied by Ralph C. Lowes of Peoria, vice-president of the Illinois Association of Life Underwriters, and Clinton F. Criswell, secretary and treasurer, who made short talks.

Following a luncheon meeting in Rockford these officers addressed a dinner meeting of the Freeport association and assisted that organization to make plans for a large public meeting to be put on in Freeport early next year.

Youngstown, O.—At the Youngstown association's monthly meeting Arthur C. Louette, manager of agencies of the Peoples Life of Indiana, spoke about the modern service that must be given to the clients and then stressed the point that the calling is a professional one and worthy of consideration by the highest type of men. Mr. Louette further stated that no other line of work permitted the giving to one's fellow men a greater service.

L. S. Spencer was congratulated for having successfully passed the examination for the degree of certified life underwriter.

W. E. Cox, chairman of the program committee, announced that Dr. C. J. Rockwell, Mansur B. Oakes, Dr. S. S. Huebner and Frank G. Sayer, pastor of the First Baptist Temple in Youngstown, would speak at future meetings.

Richmond, Va.—T. Pryor Campbell, president of the Richmond association, read a paper on partnership insurance at the December luncheon-meeting of the association. He showed how essential it is for this form of insurance to be carried to protect members of a partnership so that enough money may be secured to buy out the interests of a member when he dies. It is planned to have talks during the year on other forms of insurance and the practical application of them, thus making the program as educational as possible. It was voted at the meeting to arrange for a testimonial dinner or luncheon for Angus O. Swink, former president of the association, who was recently elected president of the Atlantic Life and enters upon his duties in that office Jan. 1. G. W. Diggs of Diggs & Cary, general agents for the Penn Mutual, made a few remarks, urging members to make contributions to the Edward A. Woods Foundation.

Toronto.—Dr. Charles J. Rockwell, president of the Rockwell Life Insurance School and editor of "The Insurance Salesman," will present a series of sales lectures to the Toronto association Jan. 21-23. Some of his subjects will

be: "How to Use Life Insurance Literature and Circulars," "Some Typical Insurance Programs," "Economic Motives for Buying Life Insurance," and "Measuring and Improving Personal Efficiency." The Toronto congress will be

one of a series of Canadian meetings at which Dr. Rockwell will present sales talks.

Pittsburgh, Pa.—The meeting of the Pittsburgh association, Wednesday eve-

ning, had unusual speaking talent. Milton L. Woodward, general agent of the Northwestern Mutual Life at Detroit, a man who is outstanding in the fraternity for his record as a personal producer and as a general agent for his

## Hotel Directory

*The*  
**Mayfair**

St. Louis U.S.A.

Last word in hotel construction and service.

RIGHT in the center of business and theatre districts, and convenient to all railroad, street car and bus lines.

Has the quiet refinement of an exclusive club.

Everyone of its 400 rooms has a bath. Circulating ice water, large closets, bed lamps, morning paper under the door, and other unusual features.

an Hotel of Distinction

Rates from \$3.00

price posted in each room

Charles Heiss  
Managing Director



**CINCINNATI'S  
FINEST**

ONE of the Nation's outstanding hotels embodying every modern convenience that so attracts travelers throughout the world.

Rates: \$2.50 and Up

JOHN L. HORGAN  
Managing Director

**Hotel Sinton  
CINCINNATI**

**NEW ORLEANS' New St. Charles**

One of America's Leading Hotels

ACCOMMODATING 1000 GUESTS

The famous Hotel St. Charles assures this season's visitors the same warm welcome that has attracted the country's notables for a century. Modernized to keep abreast of the times the beautiful St. Charles is better equipped than ever before to well serve its distinguished patronage.


ALFRED S. AMER & CO. Ltd.  
NEW ORLEANS, LA.

Send for descriptive folder Valuation office for Illustrated Mardi Gras all Transportation Program for the asking Lines in Lobby

HOME OF WINTER RACING

*The*  
**Hotel Baltimore**

in Kansas City



500 Rooms

RATES

Room without Bath—\$2.00 and up

Room with Bath—\$2.50 and up

Double Room with Bath—\$4.00 and up

Marble Coffee Shop

TABLE D'HOATE

Lunch ..... 75c

Dinner ..... 65c & \$1.25

Also A la Carte Service



When new addition is completed

## UNEXCELLED CONVENTION FACILITIES

**350 Rooms**

Rates \$1.50 Upward

One Block from All Railroads

**ST. NICHOLAS**  
SPRINGFIELD, ILL.

## A Personal Invitation



WE are proud that the Hotel Hollenden is known among the fraternity as "Insurance Men's Headquarters in Cleveland."

We appreciate your business fellows and we want all of you to be boosters for us. If we can do anything to make your stay with us more pleasant, just tell us what. We'll do it, if its possible.

Sincerely,  
Theo. De Witt.

**In Cleveland-it's The  
HOLLENDEN**

THEO. DE WITT, Manager  
Superior Avenue at East Sixth St.

"Insurance Men's Headquarters"  
LOS ANGELES, CAL.

**Hotel Hayward**  
Sixth and Spring Sts.



Rates from \$2.50 per day with bath

POPULAR PRICED COFFEE  
SHOP AND GRILL

H. C. FRYMAN, Proprietor

HARRY C. WAGENER  
RUSSELL H. WAGENER  
Managers



company, spoke from the wealth of his experience on the timely subject, "Are You Selling Life Insurance or Selling Applications?" Dr. Charles J. Rockwell, for many years a member of the Pittsburgh association and now editor of the "Insurance Salesman," spoke before his many friends in this organization on the subject, "Telling the Life Insurance Story."

**Fitchburg, Mass.**—Fitchburg life underwriters held an enthusiastic noon luncheon meeting last week with a view to forming a branch life underwriters association in this city, an attendance of some 75 being secured, which included 15 men who came up from Worcester to lend encouragement to the project.

Kenneth L. Morse, chairman of the membership committee of the Massachusetts association, was in charge of the meeting and Lawrence D. Kimball, secretary of the Boston association, was also present. E. Clay Brock, president of the Massachusetts association, gave an interesting talk on the development of the National association and discussed conditions in California. George H. Spillane of the Lowell association gave a "peppy" talk which was well received. Christopher Scaife, president of the Worcester association, also spoke. Will E. Ayer, a Fitchburg underwriter, represented the local interests.

It was voted to form a local branch of the Worcester association, which would hold two meetings locally and two in association with the Worcester association, annually, until such time as a distinct organization could be formed in Fitchburg.

**Kansas City, Mo.**—The Kansas City association at its December meeting had 160 members present. Conrad Mann, president of the chamber of commerce of Kansas City, addressed the group, and although he was not scheduled as a life insurance speaker, sold the institution of life insurance and the life underwriters' association to those present. Mr. Mann told the agents that they were slackers if they did not belong to the association. The speaker told of his early experience in writing insurance, which was his first job.

**Columbus, O.**—Rev. J. Harry Cotton, D. D., pastor of Broad Street Presbyterian Church, Columbus, was the speaker this week at the meeting of the Columbus association. He delivered a Christmas message, his subject being "Life Insurance as a Social Enterprise." Dr. Cotton is a former professor of philosophy at Wooster University.

**Danville, Ill.**—"The Big Idea in Selling Life Insurance" was the subject of an address by William M. House, Chicago general agent of the John Hancock Mutual, before a special meeting of Danville insurance men Dec. 14.

William Lincky, president of the Vermillion County association, presided. Among the out-of-town guests was Clarence H. DeLong, president of the Illinois State Association.

**San Francisco.**—Members of the San Francisco association held their annual Christmas meeting Dec. 17 and had an enjoyable time. More than 100 "gifts" were distributed among the membership—made possible by the contributions of the several branch office managers and general agents. A 15-pound turkey was also awarded as a door prize. D. O. Colegrove, superintendent of agents for the Reliance Life in northern California, made the principal address on "The Spirit of Christmas as It Applies to Life Insurance." Arrangements for the affair were made by Clark A. Moore, associate general agent of the Aetna Life, assisted by George C. Ripley of the Jefferson Standard. C. W. Peterson, president of the association, presided.

**Spokane, Wash.**—Life insurance agents should make their own selection of risks first and the companies would be compelled to turn down a vastly smaller percentage because of inspection reports, C. A. Harlow, local manager of the Retail Credit Company, told the members of the Spokane association at the regular meeting. Mr. Harlow said in part:

"Individually and collectively, we profit most with maximum production. Declinations, from us, are costly, difficult and undesirable in comparison with the high grade types of applications, high grade here meaning lack of moral

hazard and negative underwriting features. This company joins with the agent in welcoming methods, policy forms and all innovations tending to increase both the total of insurance in force and the number of individual applications secured.

"Care and attention on your part to complete identification of each risk, forethought with respect to the quality of business to be obtained, plus a little consideration of our own risk as an element in prompt and satisfactory underwriting can, on our part, only result in a minimum of error, delay and declination."

**Oakland, Cal.**—The December meeting of the East Bay association was held Dec. 14. It was featured by several brief addresses on "Thrift Through Life Insurance," in an informal speakers' contest to determine the type of address to be delivered by the various members during Thrift Week. Fred E. Reed, Fred S. Stripp and R. H. Mouser acted as judges of the speeches. Vining T. Fisher, president of the association, presided.

**Indianapolis.**—Albert G. Borden, second vice-president of the Equitable Life of New York, spoke on "Financial Service of the Contract" before the Indianapolis association last Friday noon. He emphasized the importance of protecting the beneficiary against the ill of lump sum settlements. Mr. Borden was in Indianapolis to conduct a special instruction course for Equitable Life agents of Indiana and these agents attended the life underwriters' meeting in a body.

**Kalamazoo, Mich.**—The Kalamazoo Fiduciary Association and its guests, members of the Kalamazoo Life Underwriters Association, heard John A. Reynolds, vice-president of the Union Trust Company, Detroit, tell of the advantages of team work between life insurance and trust company service, at a dinner meeting last week. Through life insurance, said the speaker, estates are built up, while through trust organizations, these estates are conserved. He explained the principles back of the life insurance trust and told how it is established and made effective. He forecast great advantages to the community through the insurance savings during the next decade made possible through trust company administration of estates. About 100 persons were present at the affair.

**Peoria, Ill.**—W. W. Williamson of Chicago, general agent for the Connecticut Mutual Life, gave an address on insurance trusts at a gathering of 50 members of the Peoria association at a dinner meeting last week. The event was arranged by the Central National Bank & Trust Company, which was host to the insurance men. F. F. Blossom, president of the bank, presided.

**St. Paul.**—Hugo B. Victor of the Eliason agency of the Minnesota Mutual Life is the 1929 president of the St. Paul association. The annual meeting was held last week and the following other officers were chosen: Vice-presidents, Ben Bratter, Connecticut Mutual Life, and Thomas C. Glynn, John Hancock; secretary and treasurer, Rufus Clark, Equitable Life of Iowa; directors, John J. Bullis, John Hancock, and Harry E. Perkins, Massachusetts Mutual.

**Washington State.**—Election of officers by the Washington State association, meeting at Seattle, resulted as follows: President, C. C. Norton, Spokane agency director New York Life; vice-president, Howard Riles, Everett; secretary, George M. Jacobs, Northern Life, Seattle.

**Portland, Ore.**—A most unusual life insurance meeting was held here when the prospects talked life insurance instead of the life insurance men. John A. Zehnbauer, heading the well-known Jantzen Knitting Company; Willis K. Clark, bonds, and Omar C. Spencer, banker, told the Portland association why they did or did not buy life insurance from certain writers when they were called upon.

**Buffalo, N. Y.**—Harry Collins Spillman, educational director of the Remington-Rand Company, was scheduled to address the Buffalo association at a luncheon Dec. 20.

**Philadelphia.**—In a talk similar to his address at the national convention in Detroit, A. Rushton Allen, of Mellow &

## DO YOU WANT TO BUILD A GENERAL AGENCY FOR "KEEPS"?

The man who is thinking of the future as well as the present should consider the Register Life contract. With it he can succeed without mortgaging his future.

### IMPORTANT POINTS

1. Liberal commissions.
2. A complete tried and proven sales plan.
3. A 40-year-old successful 3% mutual company.
4. Congenial personal help from the Home office.

## REGISTER LIFE

Since 1889

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## STATE MUTUAL LIFE ASSURANCE COMPANY

OF

WORCESTER, MASSACHUSETTS

Our new methods for uncovering Life Insurance needs are creating increased sales for our agents.

INCORPORATED - 1844

EIGHTY-FOUR YEARS OF SERVICE



## — 86% Insured —

A recent survey under the direction of a committee appointed by the Life Insurance Sales Research Bureau, shows that 86% of the male population of the United States carry \$1,000 or more life insurance.

Your new insurance must come from the 14% uninsured and from additional insurance on the 86% who carry insurance.

With juvenile and substandard policies for the uninsured, and plans and policies for program insurance for the insured, The Ohio National Life Insurance Company is especially equipped to help agents solve these new underwriting problems.

For information write

### The Ohio National Life Insurance Company

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## 85 Years of Life Insurance Ideals and Service!

An ideal became a reality when, on February 1st, 1843, "THE MUTUAL LIFE OF NEW YORK" issued its first policy. The business of life insurance on the mutual plan started in America then and there.

Priority in its field is not the Company's claim to greatness—age in itself is no great distinction. THE MUTUAL LIFE began with high ideals of business conduct, which still prevail. It aims at quality and to be highly honorable in all its dealings.

In its relations with policyholders and their representatives THE MUTUAL LIFE has an outstanding record.

Those who contemplate life insurance soliciting as a career are invited to apply to

### The Mutual Life Insurance Co. of New York

DAVID F. HOUSTON  
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GEORGE K. SARGENT  
2nd Vice-President and Manager of Agencies  
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#### BIG OPPORTUNITIES WITH

## GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CAL.

This Company has General Agency openings in Texas, Oklahoma, Arkansas, Missouri, Kansas, New Mexico, Arizona and California. Liberal first year and renewal commissions, together with exceptional line of policies and other attractive inducements offered to capable men of high character and records of successful experience who would be interested in building a profitable future with a progressive Western company. For full information address

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Great Republic Life Building, 756 So. Spring Street  
Los Angeles, California

## REJUVENATED Under New Management

The oldest and strongest Life, Health and Accident Company in the Northwest has increased its business by agency development over 50 percent during the past eight months.

Excellent openings still available in Minnesota, Wisconsin, North Dakota and South Dakota.

Net Life rates; Non-forfeitable renewals. A better Health and Accident contract.

## NORTH AMERICAN LIFE AND CASUALTY COMPANY

T. O. Berge, President

706-10 Plymouth Bldg., Minneapolis

P. G. Erickson, Secretary

Allen, told the Philadelphia association the part that the insurance company plays in carrying out a man's plans for an estate and the part that the trust company plays. He explained where each must stop and the other must step in and carry on. The other speaker at the December meeting was Dr. Josiah H. Penniman, provost of the University of Pennsylvania, who pointed out the advantages of a college education and made a plea for a decent salary for college professors.

**Rochester, N. Y.**—A. C. Livingston, vice-president and trust officer of the Marine Trust Company of Buffalo, was scheduled as the speaker at the monthly dinner meeting of the Rochester association Thursday evening.

**Savannah, Ga.**—The annual meeting of the Savannah association with election of officers will be held Jan. 7. William J. Harty was named to handle arrangements.

**Nashville.**—Officers for 1929 were nominated Monday night at the December meeting of the Nashville association. On the blue ticket were Frank C. Womack, president; Robert C. Green, first vice-president; Charles Potter, second vice-president, and Miss Nelle Roche, secretary-treasurer. Directors: W. G. Colmery, R. C. Webster, B. B. Homer, Dan Hillman and A. R. Bencke.

Nominees on the red ticket were John Witherspoon, president; B. B. Horner, first vice-president; Miss Beatrice March, second vice-president, and A. Walton Litz, secretary-treasurer. Directors: W. G. Colmery, who was nominated for director on both tickets, C. C. Woodcock, W. C. Pollard, C. D. Forde and Green Benton, Jr. Mr. Colmery is the retiring president. The election will be held Jan. 5.

### NO DEATH CLAIMS MADE DURING FIRST YEAR

The Great States Life closed its first year of its existence this month without a single death claim recorded. The company was organized in October, 1927, and began writing business in December of the same year. It is gradually extending its field of operations throughout Illinois, and W. F. DeVoe of Pontiac, Ill., has been employed as superintendent of agents. The contract of the Great States Life provides for dividends after the first year and, because of its excellent experience so far, the directors of the company have declared a small dividend from the mortality savings contingent on the payment of the second year premium. While these dividends were not large, it is believed they will aid materially in keeping the business on the books. The Great States Life is located at Bloomington, Ill. Lester H. Martin is president.

#### Provident L. & A. Increases Capital

Stockholders of the Provident Life & Accident have authorized an increase in its capital from \$500,000 to \$800,000. The additional stock will be taken by the present stockholders on the basis of their holdings. The increase was made to meet the expansion needs of the company following its entry into five new states this year. The life department of the company has had a particularly good year and it is expected to show \$35,000,000 of life insurance in force Dec. 31, a gain of \$5,000,000 over 1927.

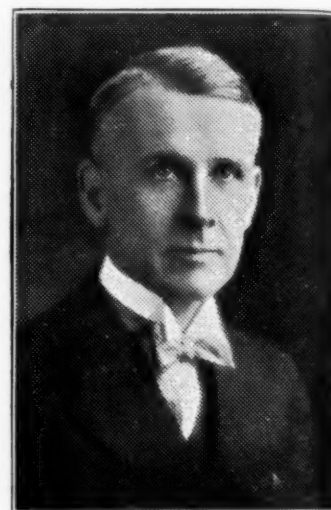
## SCALE SUGGESTED TO GRADE MORAL HAZARD

(CONTINUED FROM PAGE 3)

ried, experience of other companies, etc.)

#### Would Reduce Moral Hazard Cases

His suggestion was that every applicant be considered under these five headings and if considerations are brought up under any one of them that indicate moral hazard, that it be put down as 10, 20, 30 or more points. If the aggregate under the five headings reaches 100, that would be conclusive evidence that the moral hazard was too high for the company to want to take a chance. He declared that every underwriter is now using some such standard of measurement, but doing it individually. He expressed his conviction that



DR. H. W. DINGMAN

the general idea is feasible and that the fixing of a definite standard to be applied by all those who come in contact with a particular case would unquestionably result in reducing the number of moral hazard risks accepted.

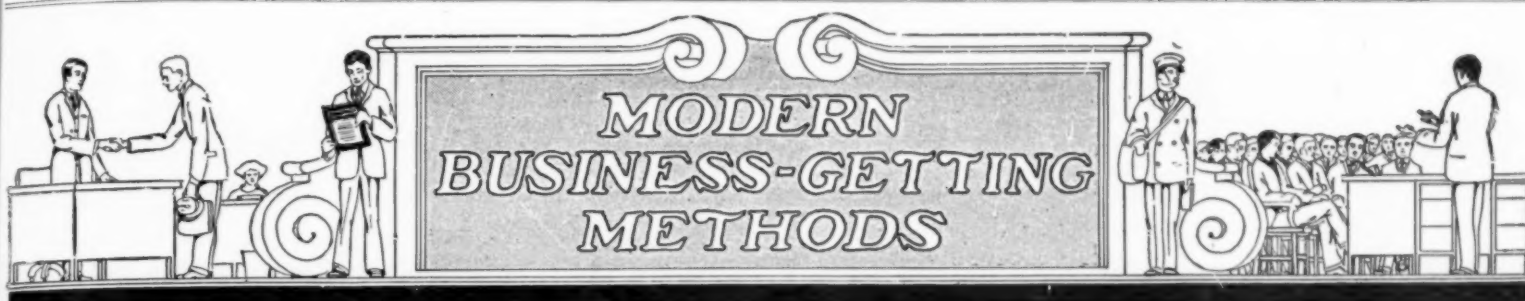
#### Will Strengthen Company

President Fred C. Weber of the Universal Life of St. Louis announces that new business has been coming in on an average of more than \$250,000 a month. Plans are now under way by the first of the year to increase the capital \$300,000 and surplus from \$50,000 to \$75,000. It has invited the Missouri insurance department to make an examination as of Dec. 31. The company now has \$1,000,000 in force.

#### W. C. Elliston's Career

W. C. Elliston, the new vice-president and agency director of the Mountain States Life of Hollywood, is a Kentuckian, starting his insurance work as a part-time man with the New York Life and later going on a full-time basis. He is 43 years of age. Mr. Elliston was active in politics in Kentucky, as was his father. He served the banking department and later was its head under the secretary of state. Later he was appointed assistant secretary of state. In 1920 he moved to Colorado and became affiliated with the C. B. Knight general agency of the Bankers Life. He developed into a large personal producer. Then he was appointed agency supervisor. In 1923 he became field superintendent of the Central Life of Iowa and did agency organization work in some 30 different states. Then he became superintendent for the eastern and southern division. He desired to go to the Pacific coast and became inspector of agencies for the International Life in California, serving in that capacity until last September, when the company was taken over by the Missouri State Life.





## Analysis of Buying Impulses of Insuring Public Reveal Reasons Men Have for Protecting Themselves

THE importance of knowing the impulses that animate buyers of insurance is recorded for agents in "State Mutual Field Service," organ of the State Mutual Life. The analysis as follows shows the necessity for an agent's knowing the needs of his prospects before he can prepare for them the plan of coverage needed in any given case:

No man spends money unless there is some urge, some definite impulse within that makes him feel and know that he wants the product which his money is about to buy. And once that urge has become fixed in his mind it is impossible to change him for even a second. His mind is made up and whatever he pays out is money well spent.

It would seem logical then to assume that the problem of the salesman is to present a proposition so attractive that immediately the impulse to buy will dominate his prospect. That is exactly his problem, but the difficulty hinges upon the fact that what appeals to one

man is absolutely unattractive to another. This means that the salesman must have initiative, must understand his prospects, know their circumstance and direct his sales talk along the lines of least resistance, even though they may differ in every individual interviewed.

### Knowledge of Reasons for Buying Essential

But it would be of little use to study a man's likes and dislikes or to familiarize ourselves with a man's circumstances unless we had an idea of the possible reasons which might motivate that man to buy life insurance.

There are certain definite buying impulses, some one of which is bound to appeal to every prospect who fully recognizes the value of life insurance. Income insurance heads the list for reasons which are very apparent. The value of life insurance is essentially the perpetuation of a man's income into an indefinite future. By determining the minimum income upon which his family

can live, the prospect can aim at a definite purpose. Your method of approach and your plan of presentation depend entirely upon the circumstances surrounding the prospect.

An income insurance attack must be divided into two definite classes, according to income. For men earning from \$2,500 up to \$6,000, and the great majority of salaries range within these limits, the plan of insurance must fit the pocket-book of the individual. On the other hand for individuals earning from \$6,000 up, the higher salaried class, a more elaborate program would more than likely be desired. A program entailing an outlay too great for the size of a man's income over a period of years detracts in forcefulness on account of this one fact. Whereas a plan that fits reasonably within the limits which govern a prospect's expenditures and which does certain definite and sure things, is enhanced considerably.

For example, a man whose annual income runs approximately \$3,500, having determined the minimum living income of his family, would be primarily interested in having that income paid to his wife for a limited number of years, perhaps until the youngest child had graduated from high school. The plan fits his needs and is within his means.

On the other hand, a man whose in-

come is \$10,000 or \$15,000 per year would require an entirely different arrangement for his family. He would be primarily interested in keeping the principal intact. The interest payments on that principal would represent the income to his immediate family, and the principal would be passed on to succeeding generations.

The point to remember is the fact that the circumstances surrounding your prospect are the determining factors in presenting a program of insurance that has an individual appeal. Income insurance must be sold right, or its effectiveness will be lost.

Old age protection is another very definite incentive which motivates individuals to purchase insurance. There is a peculiar trait in almost all of us to ask, "What am I going to get out of it?" A man who has accomplished what has already been outlined above and feels he has done all he should to care for his family can well afford to look toward his own future and make provision for old man self in case he live out his full expectancy. Endowments over long periods of years require an extraordinary low premium deposit. Short term endowments are necessarily higher. The fact remains, whatever the plan of insurance may be, that old age protection is an important and vital part of a man's

## A BOOK ABOUT OURSELVES



### Fruits of the Year

As the year's work draws to a close it is time to count the fruits of our labors.

1928 has been another year of building for the Continental Companies, and the agents who are shar-

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ing in their growth. Throughout the country Continental agents have increased their business and made their already commanding position in their communities more secure.

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insurance program, that the impulse to buy protection for oneself is one of the most potent buying impulses that can be stimulated.

#### Business Insurance Too Lightly Considered

Business insurance is a form of protection that is often too lightly considered. A relatively small percentage of the total business men written comes from business insurance cases. This is an absurdity when one realizes that the amounts involved are two and three times as large as the individual policy and when it is a recognized fact that the premiums which pay for business insurance are legitimate charges upon business and industry.

A business insurance attack must be divided two ways, one plan to cover the large corporation and another to take care of partnerships and small corporations. As was the case with the man with a \$10,000 income as compared with the \$3,500 a year man, the needs of the large corporation and the small partnership are distinct and different. A large corporation, widely diversified, would have to have the insurance paid directly to the organization. Partnerships and small corporations on the other hand, have as their main objective, the provision of another factor in addition to securing the money necessary for carrying on the business. They need a sort of a "shock absorber" to take care of retiring the stock interests of the deceased partners or owners in close corporation, so that the survivors will not be hampered in their choice of a new partner, or in paying off the old partner from the profits of the business, perhaps under the inhibition of an executor.

#### Three Major Impulses Animate Buyers

Income insurance, old age protection, business insurance, these are major buying impulses of the insurance public. The minor impulses are of less importance, but should be mentioned to make the picture complete. Estate shrinkage, better known as inheritance tax insurance, provision for education, coverage of mortgage and insurance for bequest purposes, these may be considered the minor buying impulses of the life insurance public.

The desire to buy for some one of these definite purposes is inherent in every individual. Your problem as an agent and our problem as your helpers is to find out how these impulses can be brought to light, how the information necessary in each individual case can be obtained and how the confidence of the prospect in you as his insurance advisor can be acquired. Search out your prospect with these points in mind, and you will find your clients more ready to listen to your plan and your business more liable to stay on the books.

## PUBLIC LIFE GOES TO THE CHICAGO NATIONAL

(CONTINUED FROM PAGE 5)

annual renewable term premium to discharge the liens in case of death or maturity, so that the policies may be paid in full. This will involve no increase in the gross premium.

The liens are to be decreased by the application of two-thirds of the savings in mortality each year, two-thirds of the excess interest earnings and two-thirds of the loading on premiums on such business, and by the gains from lapses and surrenders upon such business, and also by the excess of the net sales price of any assets taken over. Failure of policyholders to reinstate will of course release reserves and thus cut down the liens on those reinstated.

#### Will Give Surety Bond

A surety bond is to be given by the Chicago National to the receiver. Within 30 days after the amount of the lien has been determined the company is to send policyholders a rider of assumption of

liability, stating also the amount of the lien.

Policyholders are given a right to convert without further evidence of insurability to any form of policy being issued by the Chicago National at date of application.

#### Harassed Career of Public Life

The Public Life has had a harassed career of troubles and dissensions. It was organized by Alfred Clover and the dissensions started with a great banquet given the stockholders in May, 1920, to celebrate the completion of the organization. Alfred Clover had paid all the organization expenses under his contract for the sale of stock. The celebration banquet, however, was paid for by the company. About \$850,000 of new business was written on stockholders at the banquet. Some of the directors figured that Clover would make \$15,000 or \$20,000 in commissions on the business written at the banquet and announced their determination to fight the assumption of the hotel bill by the company, amounting to about \$4,500. From that time on it was a cat and dog fight, with sometimes the cat and sometimes the dog on top.

#### Liquidation Was Ordered

Finally in November, 1927, Judge Steffen of the superior court at Chicago ordered the liquidation of the company with Director of Trade and Commerce H. U. Bailey as liquidator. In May, 1928, the old Clover faction, headed by Ferdinand L. Uttech, secured an order in the federal court at Chicago taking the liquidation out of the hands of Mr. Bailey and naming James W. Gullett as receiver, the jurisdiction of the federal court resting on the petition of two policyholders residing outside the state.

Judge Carpenter of the federal court was in a quandary, as under the law he was required to name Mr. Bailey as liquidator. However, Mr. Bailey was in technical contempt of the federal court because of some phase of the November proceedings. Judge Carpenter then named Mr. Gullett as receiver.

#### Two Companies Bid

Two companies were bidding for the business, negotiating with Receiver Gullett and his attorneys, Fisher, Boyden, Kales & Bell. One was the Interstate Life, organized recently by E. H. Burke and Miss J. M. Surdam, former actuaries of the Public Life. The other was the Chicago National. The Interstate offer would have resulted in a lien of about 50 percent on the policy reserve, instead of the expected lien of about 30 on the deal that has been approved by Judge Carpenter.

Last November the amount of insurance in force was \$3,789,467 and the reserves were \$487,288. The valuation given the assets in the present deal is \$332,000. Negro business constituted a trifle more than half of the amount in force.

The printed contract which was circulated and used as a basis for the negotiations makes no mention of any claims except policy claims. However, the court has no power to bar other claims. One of these is a claim and counter claim between the Public Life and the Public Agency Company involving about \$100,000 each way.

It is expected that upon the conclusion and final approval of the details of the reinsurance the Chicago National will occupy the home office building of the Public Life.

#### National Life Change

George Wolfe and E. H. Steffelin of Chicago have been appointed general agents for the National Life, U. S. A. These two operate under the firm name of Wolfe, Steffelin & Co. and have been active in all lines of insurance in Chicago for many years. They have made an excellent start in the new agency for the National Life, their contract being two weeks old and \$100,000

having been put on the books in that time.

The National Life has also appointed M. J. Hughes as agency manager for Baltimore and vicinity. Mr. Hughes has had experience in that field.

C. S. Eaton and D. B. Owen, operating at Eaton & Owen, have been appointed agency managers for southern Minnesota, with headquarters at Minneapolis.

#### Home Office Superintendent of Agents or City Manager

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